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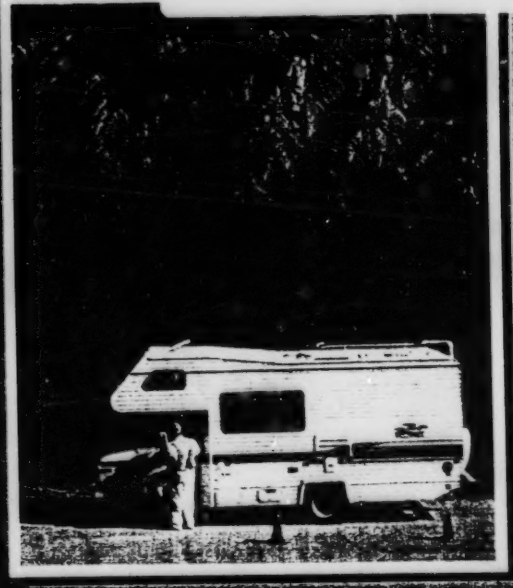
1994 Yukon Visitor Exit Survey



Yukon Results Main Survey

1994

Yukon

Visitor

Exit

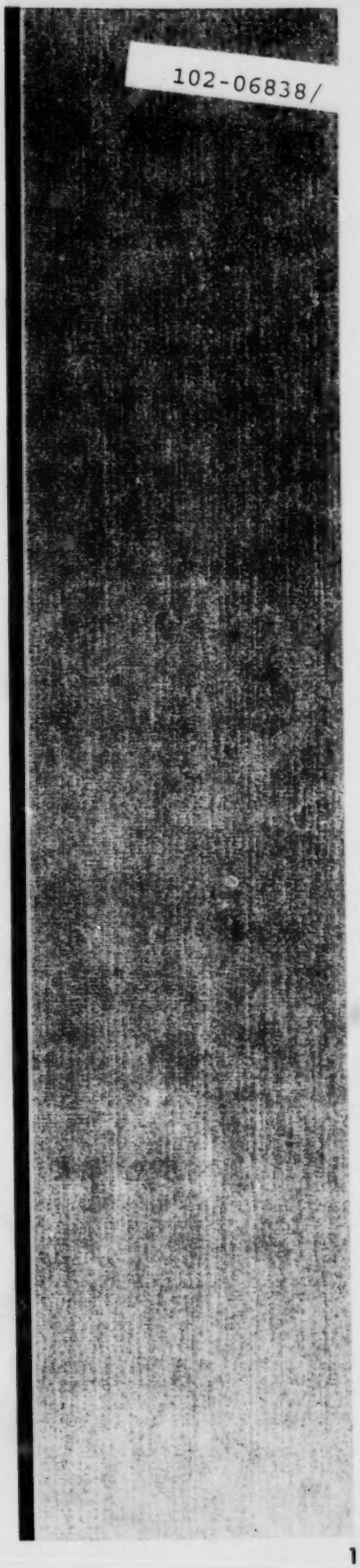
Survey

YUKON RESULTS MAIN SURVEY

March, 1996

The Yukon Government
Department of Tourism

INTRODUCTION



From June to September of 1994 a major survey of visitors was undertaken by the Yukon Bureau of Statistics on behalf of the Yukon Government's Department of Tourism. This survey, referred to as the Visitor Exit Survey (VES), sought answers from visitors on a wide variety of questions relating to their Yukon visit. A similar survey was run in 1987.

The VES was administered to visitors as they left the Yukon for the last time.

A brief report of the VES survey results was released early in 1995.

The current report will provide more detailed results from the VES and parallel the series of 9 reports already released on the Yukon's tourist regions (Whitehorse, Watson Lake, Klondike, Kluane, Campbell, Carcross/Southern Lakes, Silver Trail, North Yukon and Teslin). As appropriate, this report will include comparisons between the results from the 1994 VES and the 1987 VES.

Other reports from the 1994 VES report series include a comparative summary of the 9 regional reports, a report on the Daily Diary (a survey of expenditures and activities over a 2 week period as recorded by the visitor) and a technical paper describing the methodology used in the surveys.

The Yukon Visitor Exit Survey (VES), both in 1987 and 1994, was a joint project of the Yukon Government's Department of Tourism and the Yukon Bureau of Statistics, a branch of the Yukon Government's Executive Council Office.

A brief report of the preliminary results of the VES was produced in January, 1995. The current report presents the detailed results of the VES following the format used in the nine regional reports already published.

For further information on the 1994 Visitor Exit Survey contact the Industry Services Branch of the Department of Tourism at:

Government of Yukon
Department of Tourism
Industry Services Branch
Box 2703
Whitehorse, Yukon
Y1A 2C6
Telephone: (403) 667-5449
Fax: (403) 667-3546

To reach Tourism's Industry Services Branch via the Internet, the address is:
TOURINFO@YKNET.YK.CA

For information about the activities or publications of the Yukon Bureau of Statistics, write, telephone or fax to:

Government of Yukon
Executive Council Office
Bureau of Statistics (A-8C)
Box 2703
Whitehorse, Yukon
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Telephone: (403) 667-5640
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To reach the Yukon Bureau of Statistics via the Internet, the address is:
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Cover: Yukon Government Photographs

ISBN Number 1-55018-731-7

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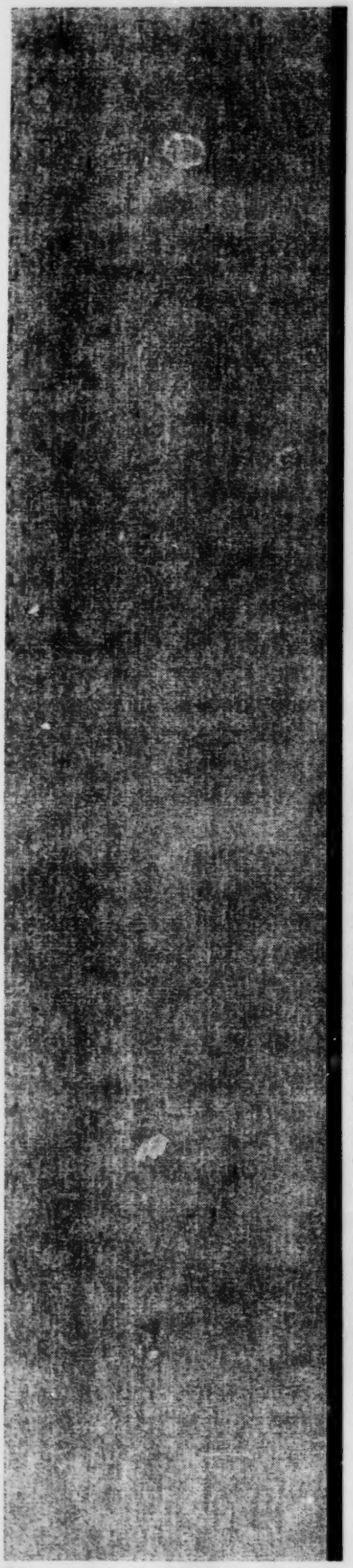


A SPECIAL NOTE ABOUT THE SURVEY

During the summer of 1994 a major survey of tourists was undertaken by the Yukon Government's Department of Tourism. This survey, referred to as the Visitor Exit Survey, had been administered once before in 1987. Although there were some changes made in the 1994 edition, the survey was essentially the same allowing for comparisons to be made between the 1987 and the 1994 results.

Visitor exit surveys, so named since they are intended to be administered to visitors as they leave a particular area for the last time (hence the word "exit"), are widely used as a means of gathering information about visitors. Such information can include topics such as visitor spending, activities, and attitudes towards travel, to name just a few.

In January, 1995 a brief report, entitled 1994 Yukon Visitor Exit Survey - Preliminary Results, was publicly released. It provided the first information from the survey and only some of the "higher level" statistics, such as total spending, total number of visitors and overall ratings by visitors of their Yukon visit. The current report will provide much more extensive, detailed information from the Visitor Exit Survey as well as copies of the actual forms used in the survey.

In addition to this report and the Preliminary Results report released in January, 1995, a series of 9 regional reports have also been produced and released. These regional reports are based on the results of a very similar survey administered as part of the 1994 Visitor Exit Survey. The focus of each of the regional reports is on the number of visitors who visited a particular Yukon region - who they were, where they came from, how much they spent, what they did in the region, where they stayed, how they "got around", and how they evaluated the local services and attractions. The nine Yukon visitor regions on which the reports are based include Whitehorse, Kluane, Watson Lake, Klondike, Carcross/Southern Lakes, Teslin, Campbell, Silver Trail, and North Yukon.

Additional reports from the 1994 Visitor Exit Survey will include a summary report of the regional results, a report from another related survey referred to as the Daily Diary which will provide a detailed accounting of how visitors spent their dollars while in the Yukon, and a final report on the methodology used in the 1994 Visitor Exit Survey and its related components (the chief wage earner and household supplements, the regional survey and the Daily Diary).

HIGHLIGHTS OF THE REPORT

How many visitors came to the Yukon?

- **206,800** visitors came to the Yukon from June to September of 1994.
- in 1987, **193,700** visitors came to the Yukon.
- visitors travelled in groups or parties. **88,100** visitor groups or parties stopped in the Yukon.
- on average there were **2.3** visitors in each group or party.

Who made the visits? *(their origin)*

- **51%** were men; **49%** were women.
- over **40%** of visitors were 55 years of age or older.
- **17.3%** of visitors were from Canada; **73.1%** were from the U.S.A.; and **9.6%** were from overseas.
- **2 out of 5** of the Canadian visitors were from B.C.; **1 out of 4** of the American visitors were from Alaska; and **1 out of 3** of the overseas visitors were from Germany.

What did visitors do while in the Yukon? *(their activities)*

- **87%** or almost **9 out of 10** of the visitors to the Yukon were on a "pleasure" trip.
- **3 out of 4** visitors travelled independently as opposed to travelling in a "packaged" trip.
- **half** of all visitors to the Yukon travelled by car/truck/van and approximately **one quarter** of all visitors travelled by bus/ coach.

What were the logistics of their stay? *(their accommodation)*

- **almost half (47.1%)** of all visitor parties to the Yukon stayed in the Yukon for 1 to 2 days; a further **one third** stayed for 3 to 5 days.
- the largest proportion of visitor parties to the Yukon **(41.5%)** stayed in hotel/motels; a further **18.6%** stayed in commerical/ RV parks or campgrounds.

How did they enjoy their stay while in the Yukon?

- approximately **90%** of visitors rated their trip to the Yukon as either "excellent" or "Good".
- slightly under half **(43%)** of visitors reported "scenery" as the most positive thing about their Yukon visit.
- when asked to report the most negative thing about their Yukon visit, the highest percentage of visitors **(28%)** said "nothing", meaning that they could not find a "most negative thing" about their Yukon visit.
- when asked "What would make you stay longer in the Yukon?", the most common response of visitors **(41.6%)** was "time", meaning that if they had more "time" available they would be able to stop in the Yukon longer.
- **90%** of visitors felt they had received "value for their money" regarding their visit to the Yukon.

How much did they spend on their visit to the Yukon?

- spending by visitors to the Yukon totalled almost **$47 million**.
- the typical amount spent by <u>each visitor party</u> during their Yukon visit was **$315**.
- approximately **2/3's (63.5%)** of all visitor parties spent in excess of $100 per night.
- <u>individual visitors</u> spent on average **$65** per night.
- visitor parties from the U.S.A. spent on average **$274** during their visit to the Yukon; visitor parties from Canada spent on average **$520**; and visitor parties from overseas spent on average **$550** during their Yukon visit.
- of the total amount spent by visitors to the Yukon ($47 million approximately), almost **45% (43.5%)** was spent by visitors travelling by car/truck/van.
- for every $100 spent by a visitor, the two highest expenditure categories were transportation **($30)** and accommodation **($29)**.
- visitor spending varied according to the origin of the visitor. The greatest variation occurred in the expenditure category of "Shopping and other souvenirs". For every $100 they spent, visitors from the U.S.A. spent **$1** on "Shopping and other souvenirs"; visitors from overseas spent **$8**; and visitors from Canada spent **$9**.
- the highest expenditure category for visitors from the U.S.A. was "Accommodation" (**$33** out of every $100 spent); for Canadian visitors the highest expenditure category was also "Accommodation" (**$24** out of every $100 spent); and for overseas visitors the highest expenditure category was for "Transportation" (**$27** out of every $100 spent).

How much did they spend on their visit to the Yukon? *(cont'd)*

- visitor spending also varied according to the mode of transportation used by the visitor. Visitors travelling by bus or coach spent their money quite differently than other visitors. For instance, for every $100 these visitors spent **$65** on "Accommodation", **$0** on "Transportation" *(since it was already pre-paid)*, **$1** on "Groceries", **$23** on "Meals in restaurants", **$0** on "Outdoor/wilderness activities, **$3** on "Entertainment", **$1** on "Yukon arts & crafts, **$7** on "Shopping & souvenirs" and **$0** on "Other expenses".

How did they plan for their visit to the Yukon?

- visitors were asked what sources of information they had used to plan their trip to the Yukon. The most frequently mentioned source of information was "The Milepost" magazine, mentioned **18.4%** of the time by visitors.
- while travelling within the Yukon visitors also used various sources of information. Once again, "The Milepost" magazine was mentioned more often than any other source.
- **3 out of 5** visitors stated that their decision to visit the Yukon in 1994 was made sometime in 1994. Approximately **one third** of visitors made their decision in 1993.

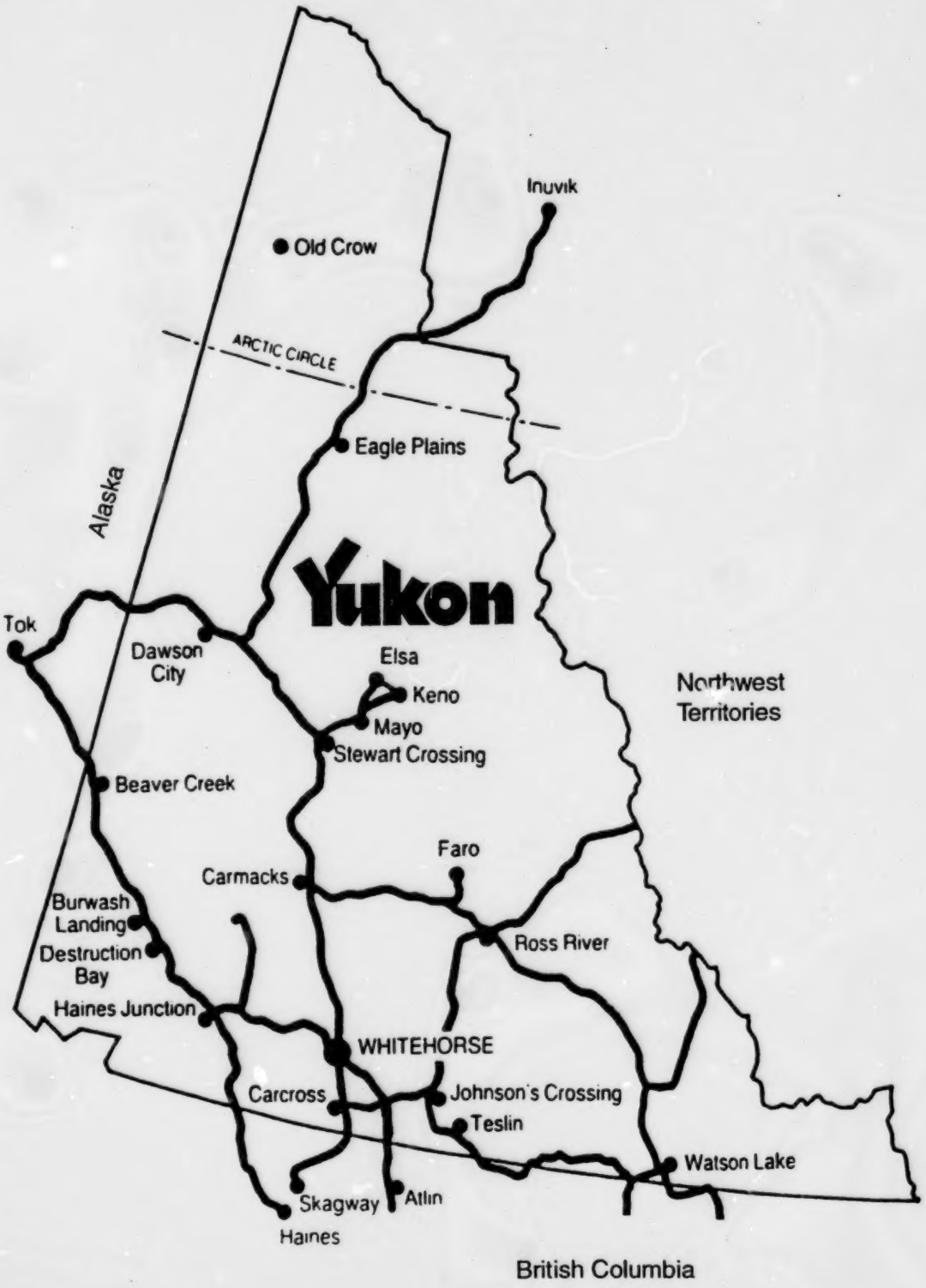
Some information about the "Chief Wage Earner" in each visitor group

- visitors were asked to identify the "chief wage earner" **(CWE)** in their visitor group or party. This individual was then included in a separate but related survey:
  - **one out of 4** CWEs was 65 years of age or older
  - **3/4's** of CWEs were men and **1/4** were women
  - **slightly over half** of the CWEs had a college or university education
  - **2 out of 5** CWEs stated that they were retired
  - **approximately half** of the CWEs reported that their annual household income was between $40,000 and $80,000
  - **25% or 1 out of 4** CWEs reported an annual household income of between $40,000 and $59,999. For this group, **slightly more than half (53%)** travelled by car/truck/van. As well, **approximately 1/3** of these CWEs were 65 years of age or older.

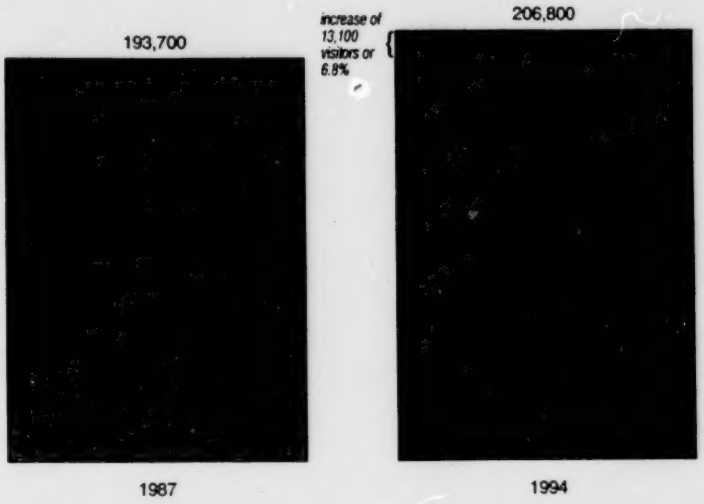
Travel pathways

- almost **half** (48%) of all visitor parties travelled a "one-way" pathway on their visit to the Yukon in 1994. This figure compares to the 1987 survey result which saw 39% of visitor parties travelling a "one-way" pathway.

MAP OF THE YUKON

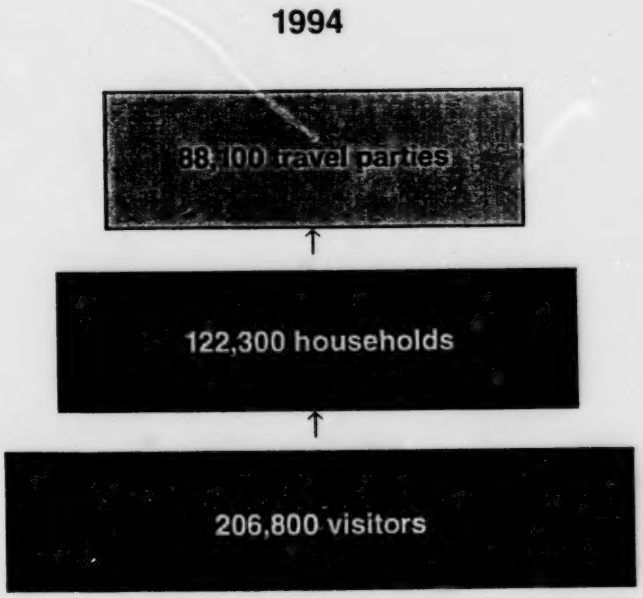


HOW MANY VISITORS CAME TO THE YUKON?



As the chart on the left shows, the number of visitors to the Yukon increased from 1987, when the first visitor exit survey was done. The number of visitors increased 13,100 or 6.8%.

Survey question 1 - see page 39



Visitors were asked how many people were travelling with them in their immediate travel party, sharing expenses, experiences or decisions. In addition, visitors were asked how many different "households" were represented in their immediate travel party. The diagram on the left presents the figures for the number of parties and households.

Average household size was 1.7.
Average party size was 2.3.

Survey questions 1 & 3 - see page 39

In 1994, the number of visitor parties to visit the Yukon was 88,100, a drop of 400 or 0.5% compared to 1987 (88,500).

Average party size between the two surveys increased 4.5%, which resulted in a greater number of visitors to the Yukon in 1994.

Survey questions 1 & 3 - see page 39

1987

Total visitors = 193,700
Visitor parties = 88,500
Average party size = 2.2

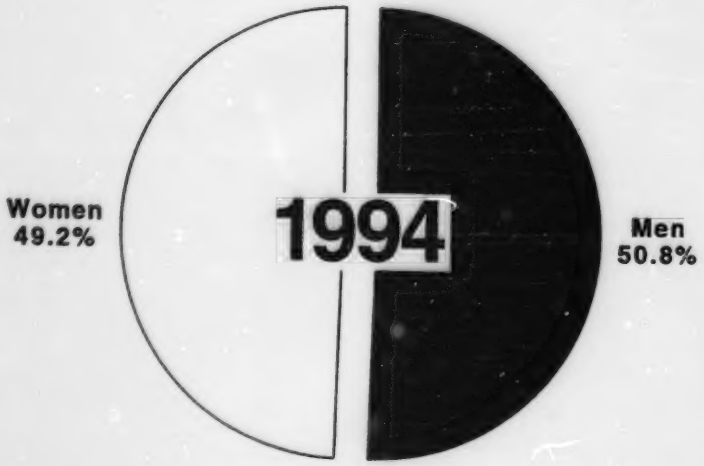
1994

Total visitors = 206,800
Visitor parties = 88,100
Average party size = 2.3

1987

1994

WHO MADE THE VISITS?

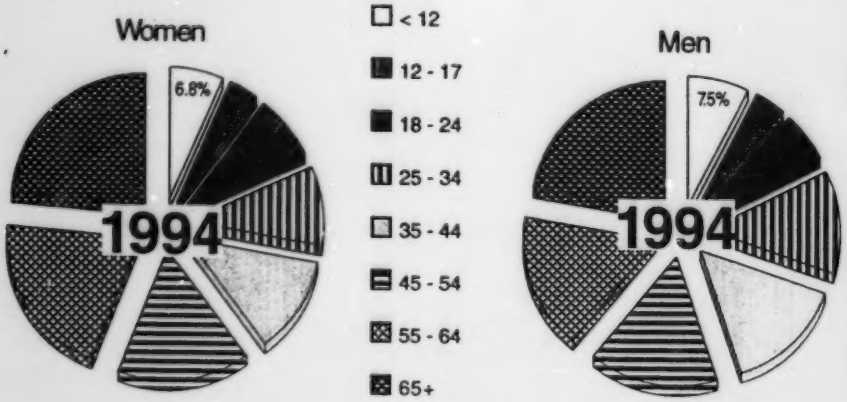


A breakdown of the visitors to the Yukon (all ages included) shows that 49.2% were women and 50.8% were men. In 1987 the breakdown was 49.7% women and 50.3% men.

Survey question 1 - see page 39

Age categories	Women	Men
1994		
< 12	6.8%	7.5%
12 - 17	3.7%	4.1%
18 - 24	7.7%	6.2%
25 - 34	9.6%	12.7%
35 - 44	11.9%	14.8%
45 - 54	16.3%	15.8%
55 - 64	20.4%	17.0%
65+	23.5%	22.0%

Looking at the age of visitors to the Yukon in 1994, the two charts at the bottom show the age breakdown for both women and men. The table to the left provides the actual figures on which the charts are based.



The 1987 survey also provided some data on the age of visitors:

	% of all visitors
<15 years of age	8.4%
15 to 19	2.7%
20 to 29	8.5%
30 to 39	10.6%
40 to 49	11.4%
50 to 59	14.9%
60 to 65	17.2%
66 to 69	12.4%
70 to 74	9.9%
75+	4.1%

Survey question 2 - see page 39

In 1994, the number of visitor parties to visit the Yukon was 88,100, a drop of 400 or 0.5% compared to 1987 (88,500).

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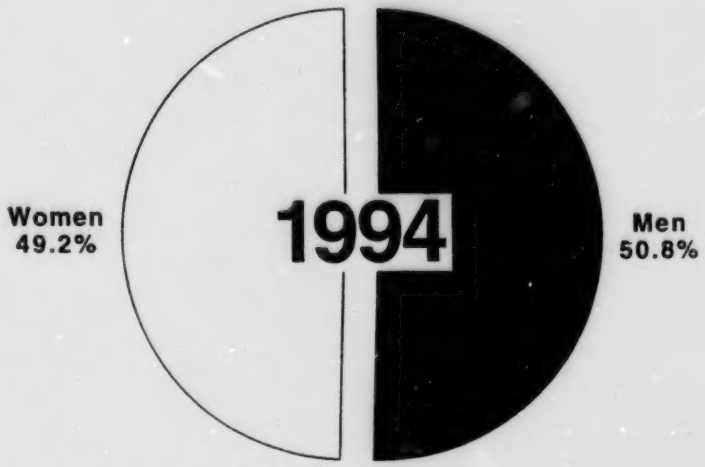

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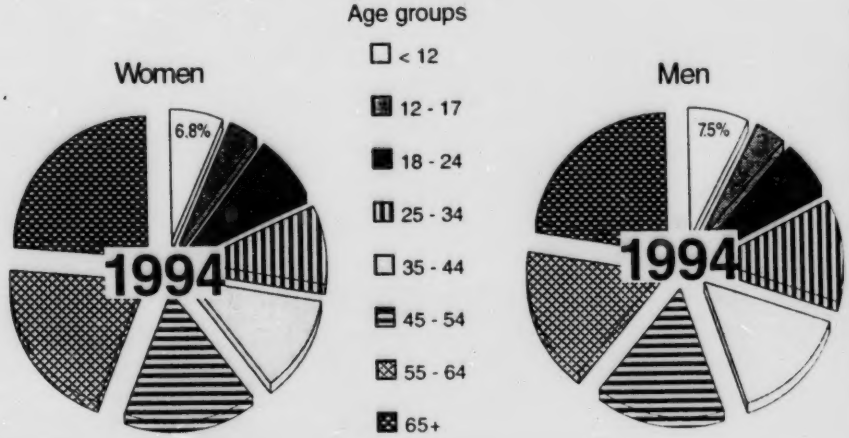

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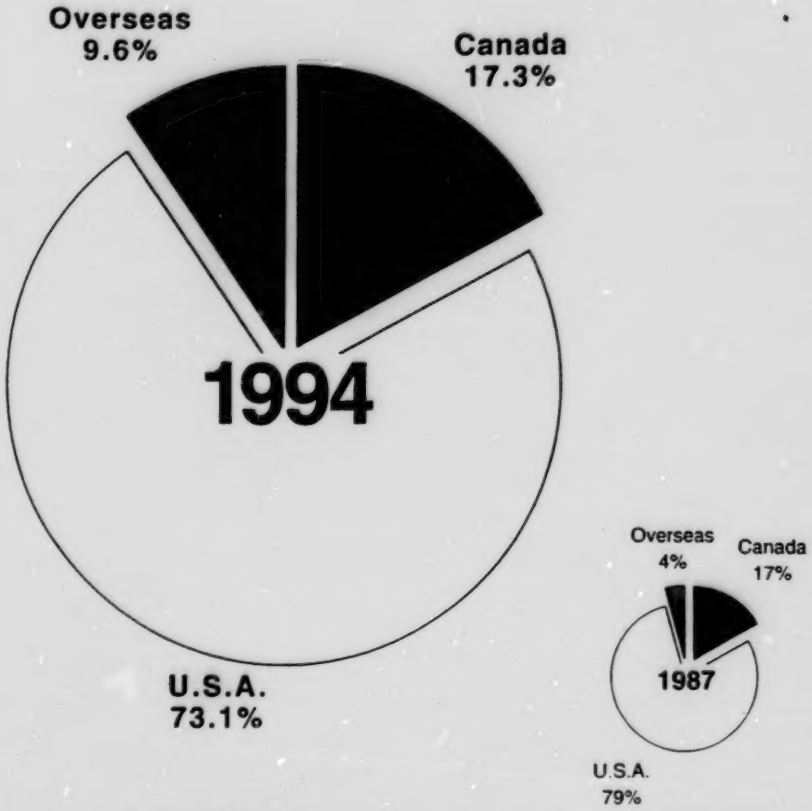
75+	4.1%

Survey question 2 - see page 39

Of the 88,100 visitor parties to the Yukon, 17.3% were from Canada, 73.1% were from the U.S.A. and 9.6% were from Overseas. In 1987 (the first time the VES was run in the Yukon), the origin of the parties was 17% from Canada, 79% from the U.S.A. and 4% from Overseas. Comparing the two surveys, Canadian visitors, as a percentage of all visitors, have remained virtually unchanged at approximately 17%. Visitors from the U.S.A, have decreased 5.9 percentage points while Overseas visitors have more than doubled (4% to 9.6%).

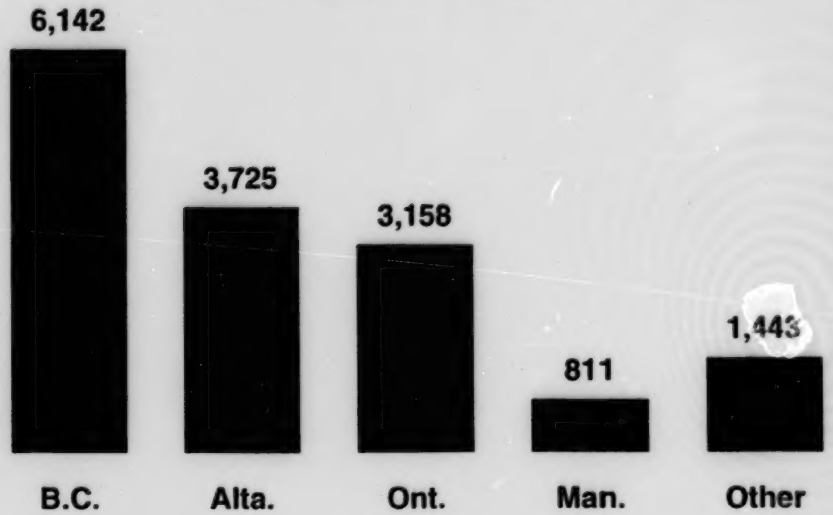
Survey question 4 - see page 39



Of the 15,280 visitor parties to the Yukon from Canada, 40% were from B.C., 24% were from Alberta, 21% were from Ontario and the remaining 15% were from the other provinces and territory. *(1987 figures are not available)*

Survey question 4 - see page 39

Canadian Visitors



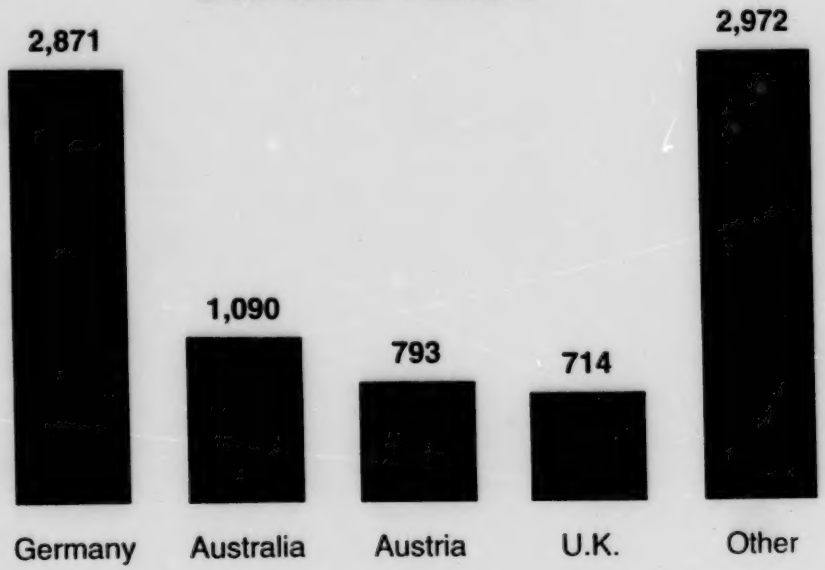
American Visitors

* *the "Other" column represents some 47 states (totalling 62% of all visitor parties) other than the 3 states shown in the chart.*

Of the 64,370 visitor parties to the Yukon from the U.S.A., 25% were from Alaska, 9% were from California, 4% were from Washington and the remaining 62% were from 47 other states. *(1987 figures are not available)*

Survey question 4 - see page 39

Overseas Visitors



Of the 8,440 parties of overseas visitors to the Yukon, 34% were from Germany, 13% were from Australia, 9.5% were from Austria, 8.5% from the U.K. and the remaining 35% were from other countries. *(1987 figures are not available)*

Survey question 4 - see page 39

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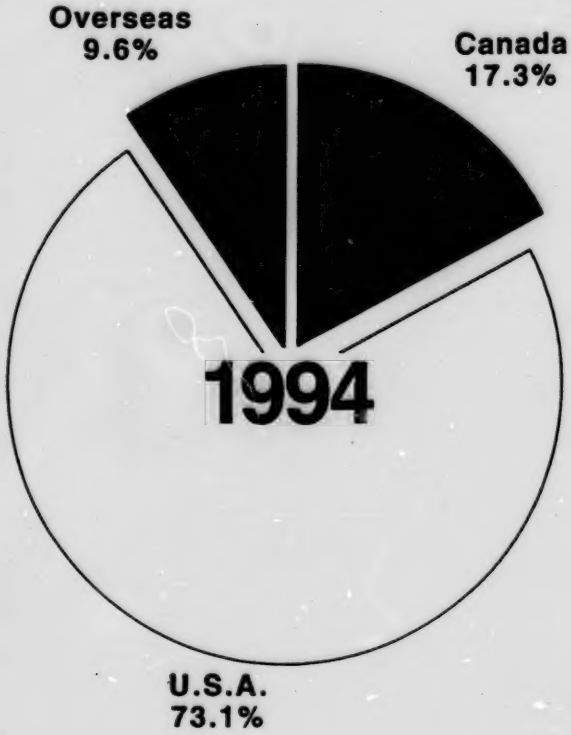
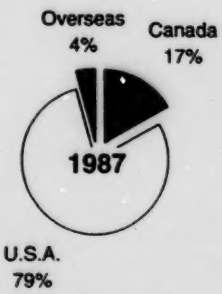
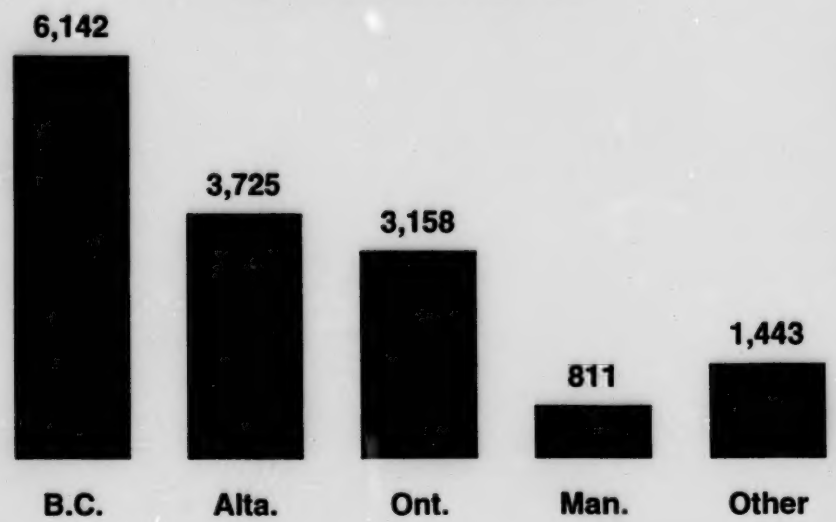




Of the 15,280 visitor parties to the Yukon from Canada, 40% were from B.C., 24% were from Alberta, 21% were from Ontario and the remaining 15% were from the other provinces and territories. *(1987 figures are not available)*

Survey question 4 - see page 39

Canadian Visitors



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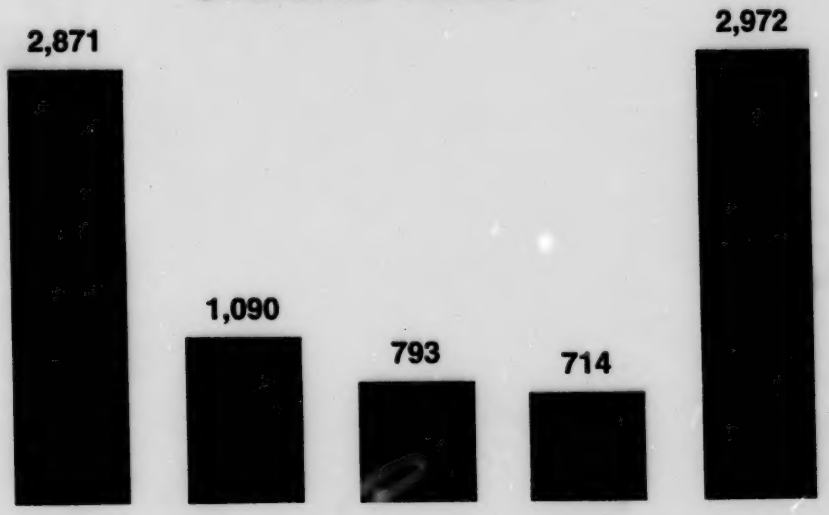
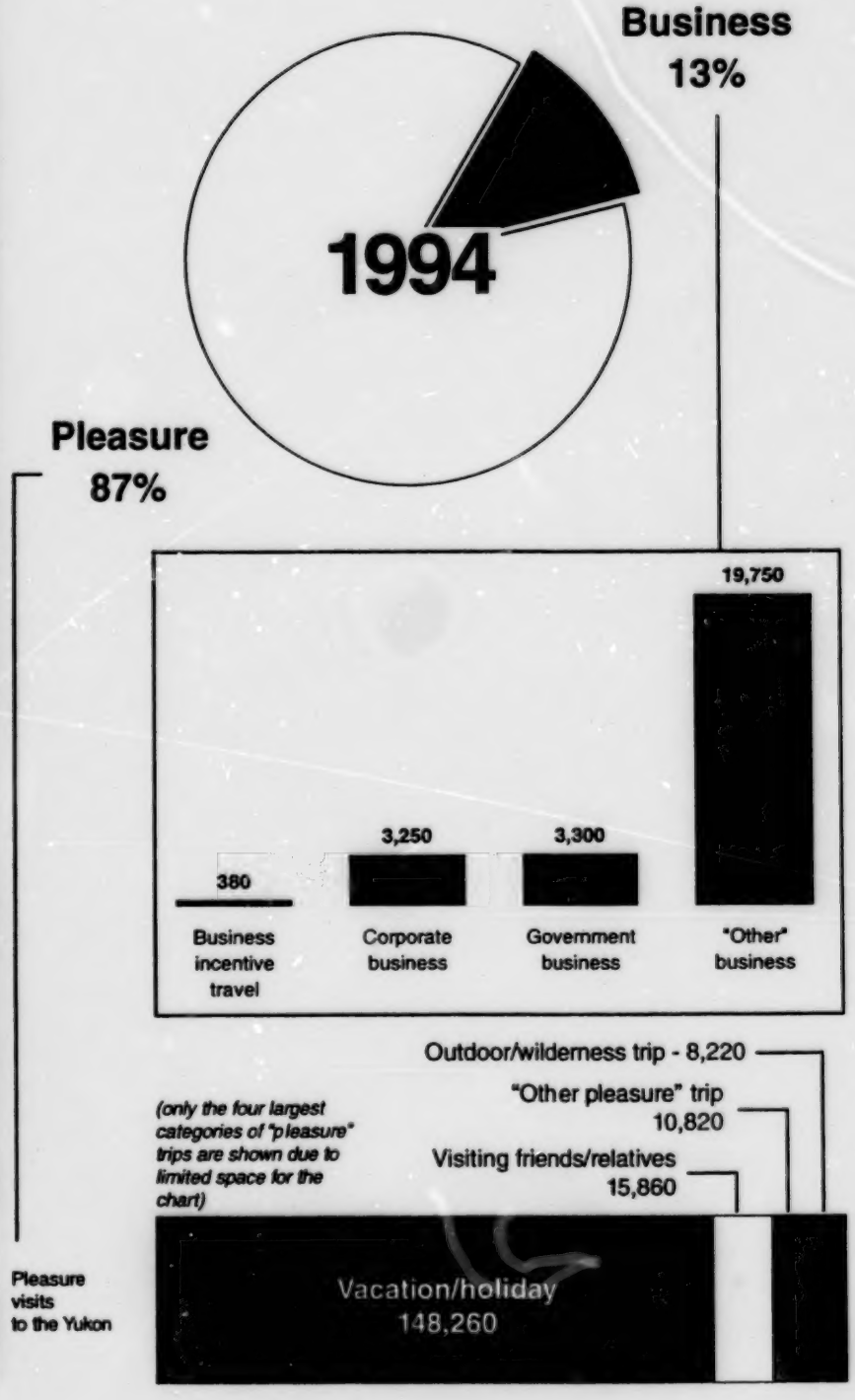


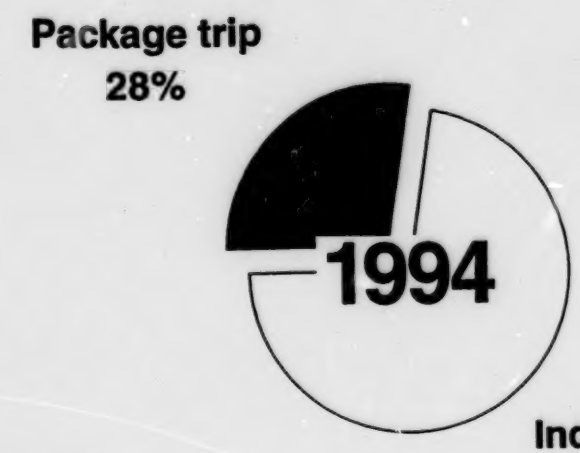
Of the 8,440 parties of overseas visitors to the Yukon, 34% were from Germany, 13% were from Australia, 9.5% were from Austria, 8.5% from the U.K. and the remaining 35% were from other countries. *(1987 figures are not available)*

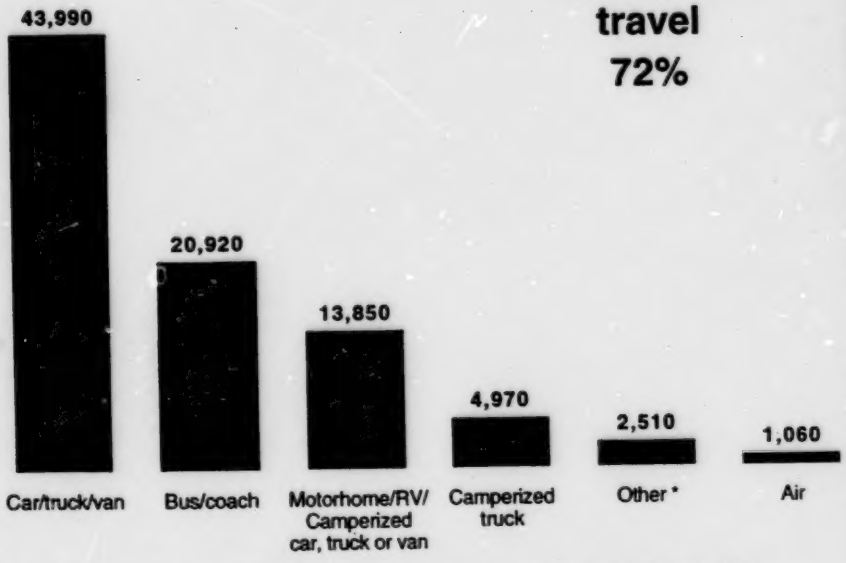
Survey question 4 — see page 39

WHAT DID THE VISITORS DO WHILE IN THE YUKON?



Survey question 5 - see page 39





* "other" includes travel within the Yukon by motorcycle, bicycle, canoe, raft or on foot.

How they travel within the Yukon

As the chart on the left shows, almost 3/4's of visitor parties travelled independently as opposed to travelling in a "packaged" trip. In 1987 the comparative figures were 61% of visitor parties travelled independently and 37% were part of a "packaged" trip (2% did not respond to the question). Therefore, comparing the 1994 survey results to the 1987 results shows that "independent" travel in 1994 increased 18% and "packaged" trip travel fell 24%.

Survey question 7 - see page 39

The bar chart on the left shows the number of visitors by the type of transporation they used.

How visitors travelled	The Survey Year 1987	1994
Car/truck/van	28.0%	50.4%
Bus/coach	35.0%	24.0%
Motorhome/RV or camperized bus	11.0%	15.9%
Camperized truck	19.0%	5.7%
Air	6.0%	1.2%

The table on the left shows that there have been significant changes in how visitors travel. For instance, in 1987 28.0% of visitors to the Yukon travelled by car/truck/van. In 1994, 50.4% of visitors travelled by car/truck/van - the difference is an increase of 22.4 percentage points or 80%.

Survey question 16 - see page 42

WHAT DID THE VISITORS DO WHILE IN THE YUKON?

Firstly, what was the purpose of their trip to the Yukon?

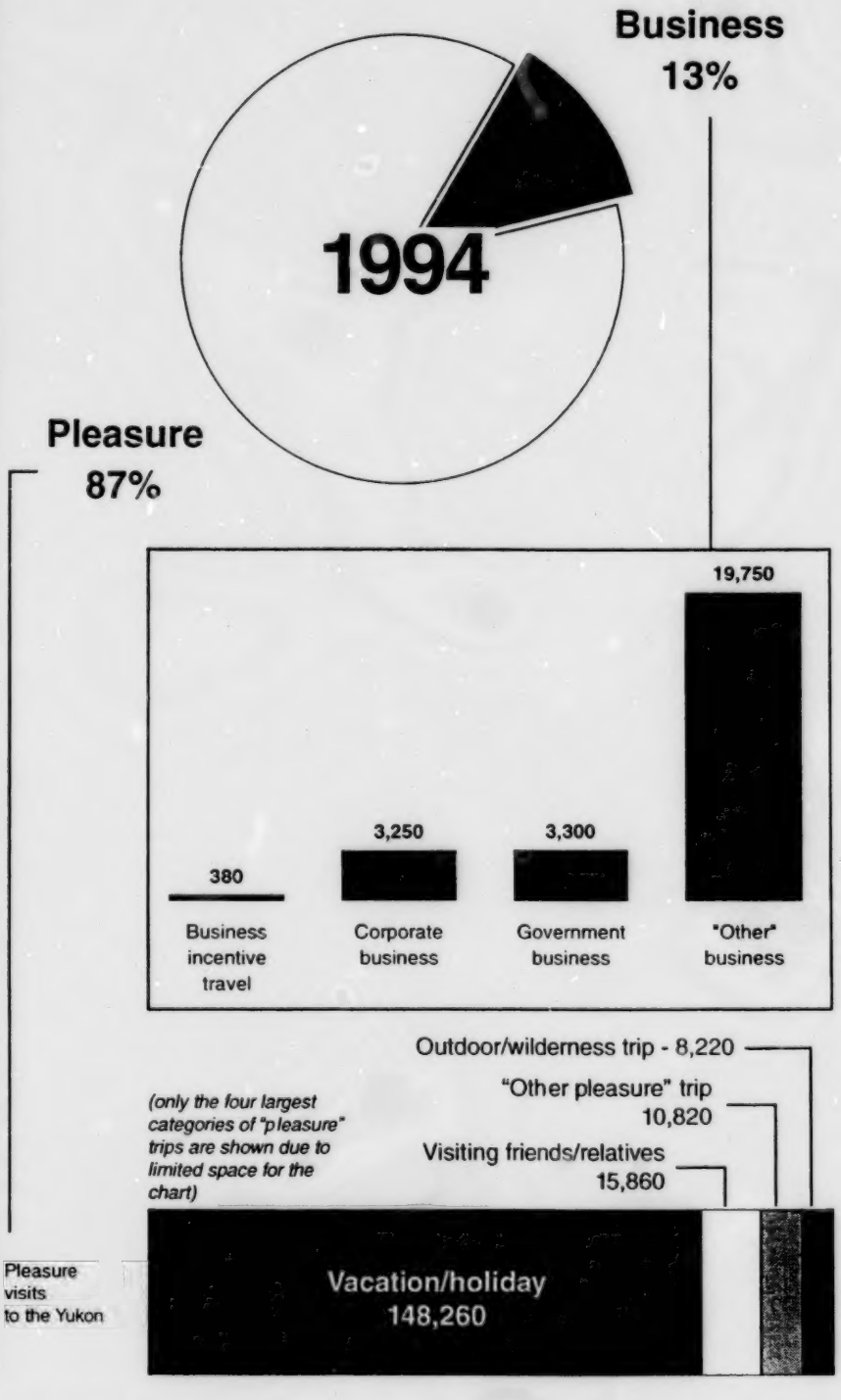
Of the 206,800 visitors to the Yukon, 13% or 26,840 visited the Yukon primarily on a business trip and 87% or approximately 178,960 visited the Yukon on a pleasure trip. In the 1987 survey, 9% of visitors were travelling on a business trip, 86% were travelling on a pleasure trip and 5% were on a trip which included both a business and pleasure purpose.

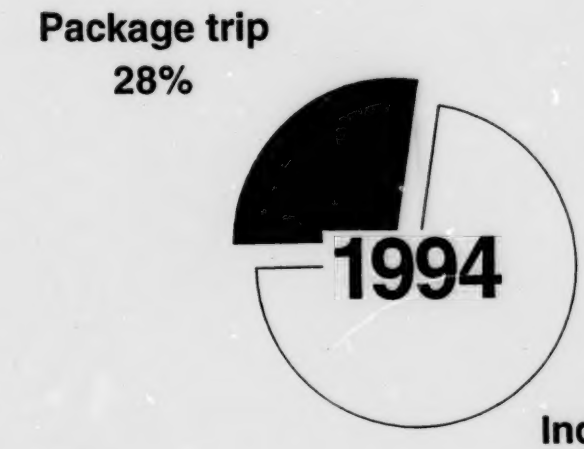
Comparing 1987 and 1994 for the "pleasure" visitors shows that:

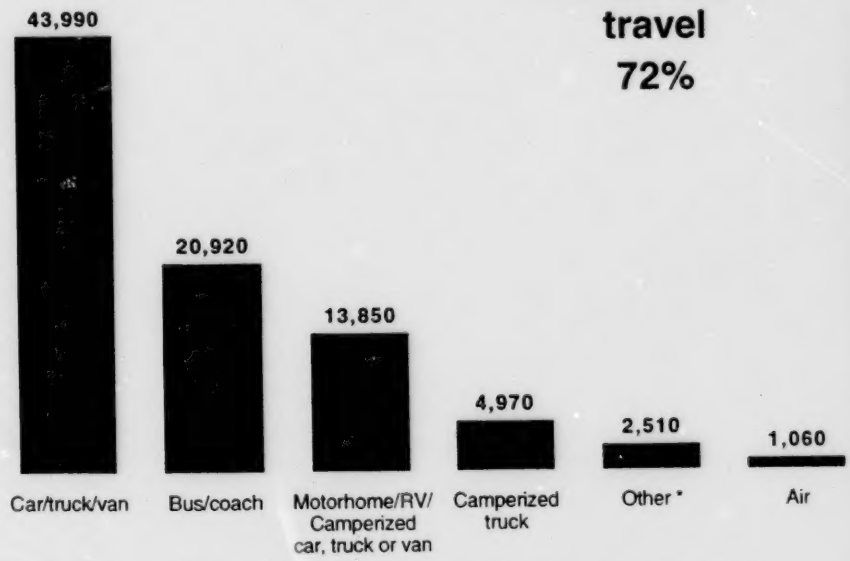
- **those visitors on a vacation/holiday accounted for 82% of all visitors in 1987 and 71.7% in 1994;**
- **those visitors travelling to the Yukon to visit friends/relatives accounted for 4% of all visitors in 1987 and 7.7% in 1994; and**
- **those visitors travelling on an "other pleasure" trip accounted for less than 1% of all visitors in 1987 and 5.2% in 1994.** ***(a comparison of outdoor/wilderness trips is not available)***

* ***readers should note that the numbers may not sum to totals due to rounding.***

Survey question 5 - see page 39







** "other" includes travel within the Yukon by motorcycle, bicycle, canoe, raft or on foot.*

How did they travel within the Yukon?

As the chart on the left shows, almost 3/4's of visitor parties travelled independently, as opposed to travelling in a "packaged" trip. In 1987 the comparative figures were 61% of visitor parties travelled independently and 37% were part of a "packaged" trip (1% did not respond to the question). Therefore, comparing the 1994 survey results to the 1987 results shows that "Independent" travel in 1994 increased 18% and "packaged" trip travel fell 24%.

Survey question 7 - see page 39

The bar chart on the left shows the number of visitors by the type of transporation they used.

How visitors travelled	The Survey Year 1987	1994
Car/truck/van	28.0%	50.4%
Bus/coach	35.0%	24.0%
Motorhome/RV or camperized bus	11.0%	15.9%
Camperized truck	19.0%	5.7%
Air	6.0%	1.2%

The table on the left shows that there have been significant changes in how visitors travel. For instance, in 1987 28.0% of visitors to the Yukon travelled by car/truck/van. In 1994, 50.4% of visitors travelled by car/truck/van - the difference is an increase of 22.4 percentage points or 80%.

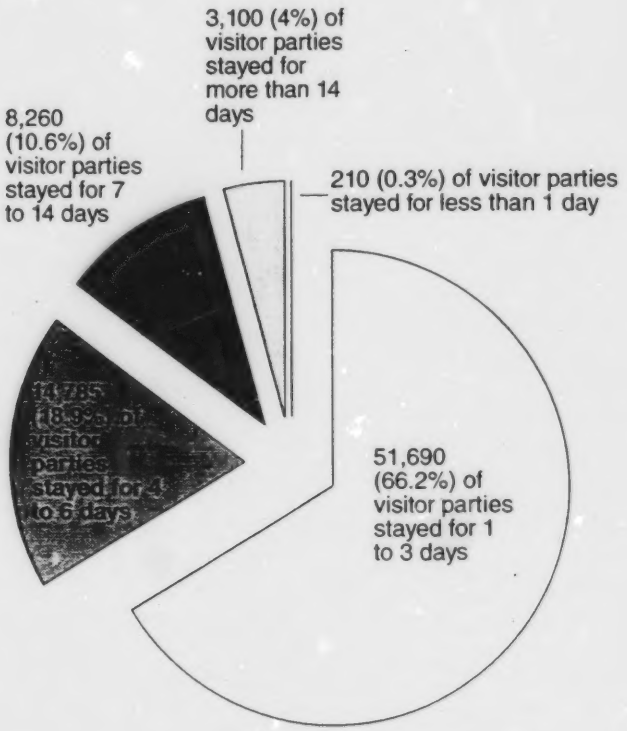
Survey question 16 - see page 42

WHAT WERE THE LOGISTICS OF THEIR STAY

The pie chart on the right shows the number of days visitor parties stayed in the Yukon. Two thirds (66.2%) of all visitor parties to the Yukon stayed in the Yukon for 1 to 3 days.

The 1987 results showed that 12.4% of visitor parties stayed zero days in the Yukon; 26.8% stayed from 1 to 3 days; 44.1% stayed from 4 to 6 days; 12.8% stayed from 7 to 14 days; and 3.8% stayed more than 14 days in the Yukon.

In 1987 visitors on average spent 4.3 days in the Yukon. In 1994 visitors on average spent 4.5 days in the Yukon. The increase in the average length of stay from 1987 to 1994 was 0.2 days or 4.7%.


3,100 (4%) of visitor parties stayed for more than 14 days
8,260 (10.6%) of visitor parties stayed for 7 to 14 days
210 (0.3%) of visitor parties stayed for less than 1 day
14,785 (18.9%) of visitor parties stayed for 4 to 6 days
51,690 (66.2%) of visitor parties stayed for 1 to 3 days

Survey questions 12, 13 & 14 - see page 41

The largest proportion (41.5%) of visitor parties who came to the Yukon in 1994 stayed in hotel/ motels. The second largest proportion (18.6%) were those who stayed in commercial /RV parks or campgrounds (comparative figures for 1987 are not available).

Survey question 12 - see page 41

Type of Accommodation	Number of Parties	Percent of Total
None	9,890	10.8%
Hotel/Motel	37,780	41.5%
Lodge/Cabin/Camps	645	0.7%
Friends/Family	2,850	3.1%
Gov't. Campgrounds	12,010	13.2%
Commercial/RV Parks or Campgrounds	16,940	18.6%
Bed & Breakfast	1,110	1.2%
Roadside/Pullouts	6,230	6.8%
Other	3,640	4.0%

HOW DID THEY ENJOY THEIR STAY IN THE YUKON?

As the chart on the left shows, approximately 90% of visitors rated their trip to the Yukon as either "Excellent" or "Good" (comparative figures for 1987 are not available).

Survey question 26 - see page 43.

Most positive thing/ most negative thing about your visit to the Yukon

Visitors were asked to provide the single most positive thing and the single most negative thing about their 1994 Yukon visit. As the information on the left shows, 43% of visitors who responded to this question stated that the single most positive thing about their Yukon visit was the scenery; 28% said, when asked what was the single most negative thing about their Yukon visit, "nothing", meaning that they could not find a "single most negative thing" about their visit.

Survey questions 28 & 29 - see page 43.

What was the single most positive thing about your Yukon visit?

Scenery	43.0%
People	14.1%
Specific communities	7.1%
Everything	5.3%
Attractions	5.2%
Transportation	4.0%
Weather	3.9%
Activities	3.4%
Other	14.0%

What was the single most negative thing about your Yukon visit?

Nothing	28.0%
Transportation	27.6%
Cost(s)	10.3%
Service(s)	5.3%
Insects	4.2%
Weather	3.9%
Accommodation	3.2%
Vehicle(s)	3.0%
Other	14.5%

Note: comparative figures for 1987 are not available.

WHAT WERE THE LOGISTICS OF THEIR STAY

The pie chart on the right shows the number of days visitor parties stayed in the Yukon. Two thirds (66.2%) of all visitor parties to the Yukon stayed in the Yukon for 1 to 3 days.

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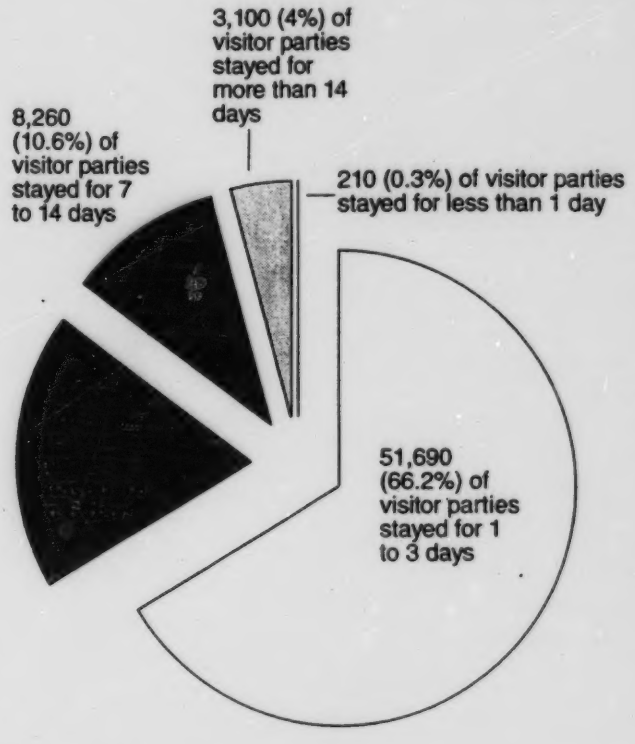
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Other	3,640	4.0%

HOW DID THEY ENJOY THEIR STAY IN THE YUKON?

As the chart on the left shows, approximately 20% of visitors rated their trip to the Yukon as either "Excellent" or "Good". Comparative figures for 1987 are not available.

Survey question 26 - see page 43.

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Scenery	43.0%
People	14.1%
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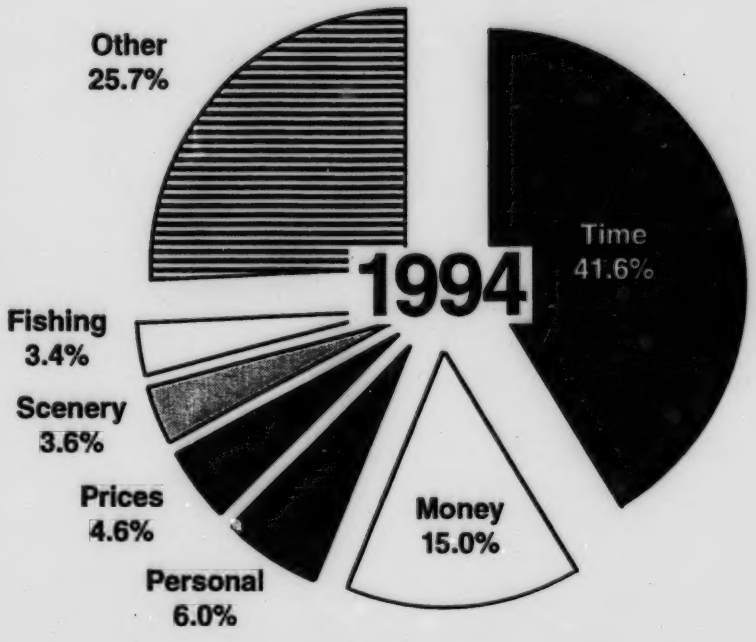
Survey questions 28 & 29 - see page 43.

What would make you stay longer?

When asked "What would make you stay longer in the Yukon?", the most common response of visitors (41.6% of all responses) was "time", meaning that if they had more "time" available they would be able to stop in the Yukon longer. (comparative figures for 1987 are not available).

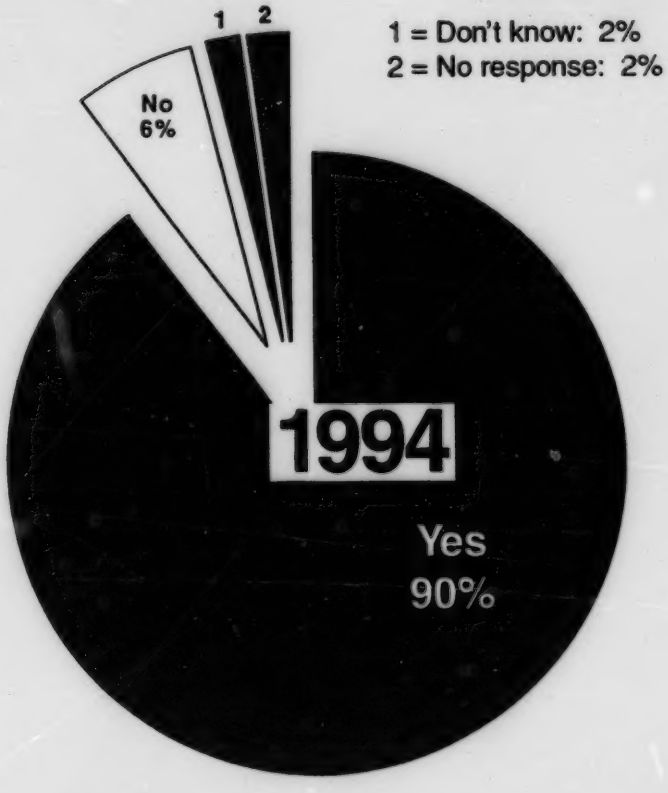
Survey question 24 - see page 42.



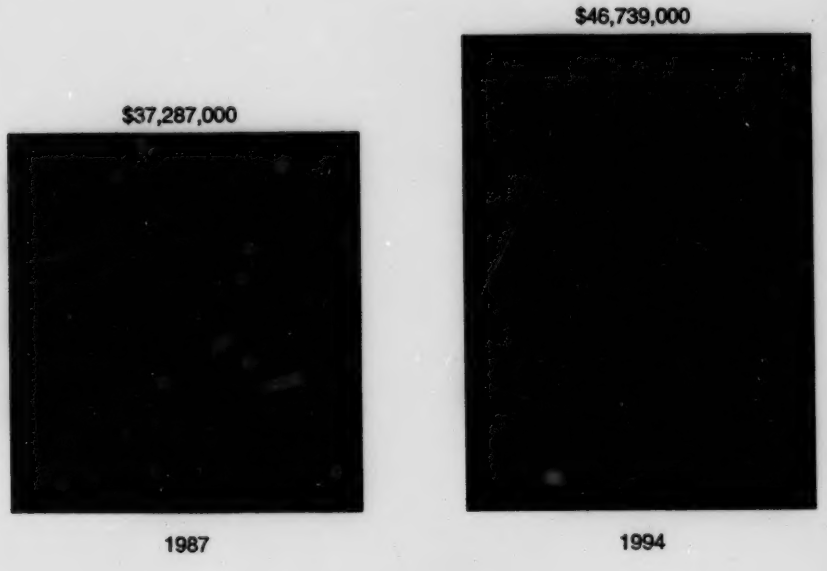
How would you rate your Yukon visit overall in terms of "value for your money"?

Visitors were asked to evaluate their Yukon visit in terms of "value for their money". 90% of visitors responded "Yes, we feel we have received "value for our money" regarding our visit to the Yukon". (comparative figures for 1987 are not available).

Survey question 27 - see page 43.



HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE YUKON?



What did visitors to the Yukon spend in total?

In 1987, visitors to the Yukon spent $37,287,000 and in 1994 visitors spent $46,739,000. The difference is an increase of $9,452,000 or 25.4%. Adjusting the 1987 figure for inflation (Yukon CPI) allows a more meaningful comparison. With inflation taken into account, the 1987 figure in 1994 dollars equals $46,490,000. Therefore, visitor spending between 1987 and 1994 actually increased approximately $250,000 or 0.5%.

Survey question 15 - see page 41.

$315

Please note: in order to avoid results which could be misleading, extremely high spenders and extremely low spenders have been eliminated for the purpose of calculating the above figure - a simple average (total spending divided by the number of visitor parties) yields a figure of $531.

What was the typical amount spent by each TOURIST PARTY during their visit to the Yukon?

In 1987, the typical amount spent by each tourist party during their visit to the Yukon was $410 which, when adjusted for inflation into 1994 dollars, equals $511. Comparing the 1994 figure ($315) and the adjusted 1987 figure ($511) shows that the typical amount spent by each tourist party during their visit to the Yukon fell almost $200 or over 60% between 1987 and 1994.

Survey question 15 - see page 41.

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When asked "What would make you stay longer in the Yukon?", the most common response of visitors (41.6% of all responses) was "time", meaning that if they had more "time" available they would be able to stop in the Yukon longer. (comparative figures for 1987 are not available).

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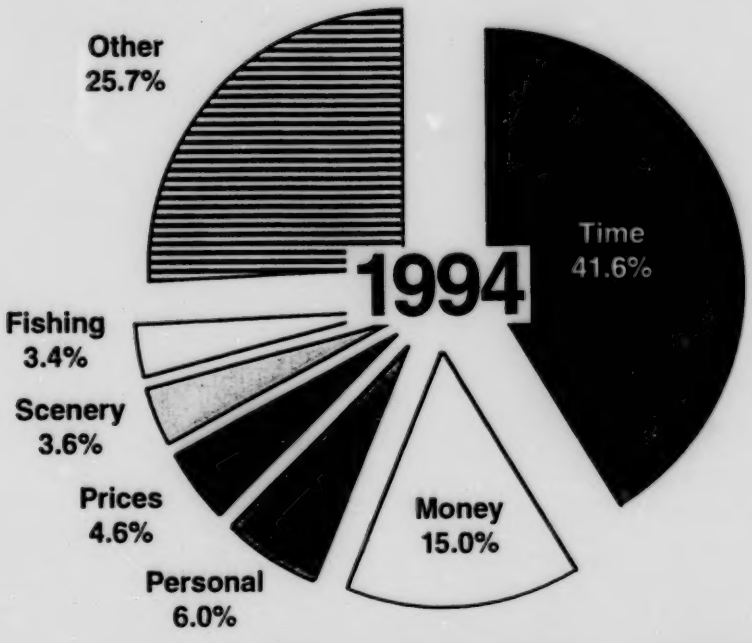

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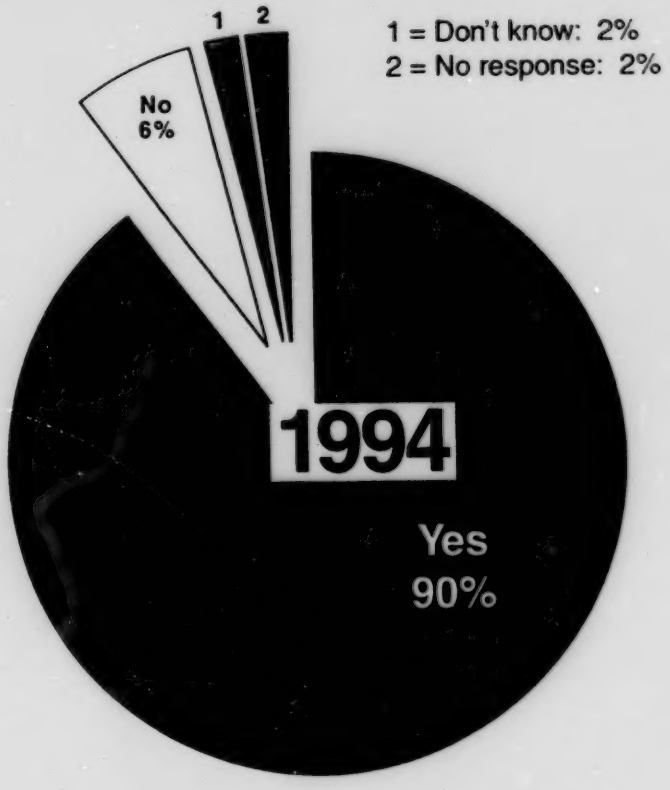
Visitors were asked to evaluate their Yukon visit in terms of "value for their money". 90% of visitors responded "Yes, we feel we have received "value for our money" regarding our visit to the Yukon". (comparative figures for 1987 are not available).

Survey question 27 - see page 43.



HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE YUKON?

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Survey question 15 - see page 41.

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Survey question 15 - see page 41.

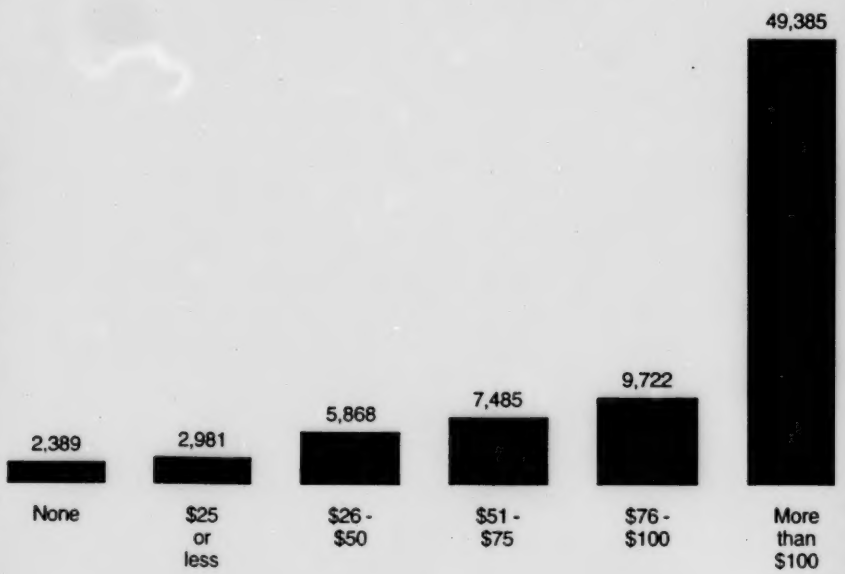
What was the expenditure by tourist party each night of their stay in the Yukon?

Of the 88,100 visitor parties to the Yukon in 1994:

- 49,385 or 63.5% (approximately 2/3's) of all visitor parties spent in excess of $100 per night (1987 figure: 12%);
- 9,722 or 12.5% spent between $76 and $100 (1987 figure: 18%);
- 7,485 or 9.6% spent between $51 and $75 (1987 figure: 24%);
- 5,868 or 7.5% spent between $26 and $50 (1987 figure: 23%);
- 2,981 or 3.8% spent $25 or less (1987 figure: 24%); and
- 2,389 or 3.1% spent nothing.

Survey questions 14 & 15 - see page 41.

The Number of Visitor Parties to the Yukon
by their expenditure per night during their visit to the Yukon



How much was spent PER PERSON per night?

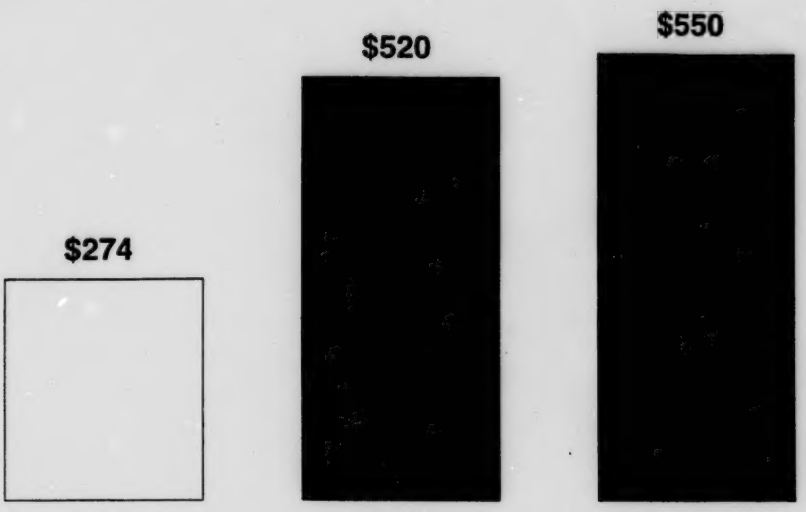
In 1994. visitor spending averaged out to $65 per night per person. The last time visitors were surveyed (1987), average expenditure per person per night was $66. To compare the two average figures more accurately, it is necessary to take inflation into account.

The 1987 figure ($66) converted into 1994 dollars equals approximately $82. A comparison between the 1994 figure ($65) and the adjusted 1987 figure ($82) then shows that average spending per person per night between 1987 and 1994 dropped $17 or approximately 26%.

Survey questions 1, 14 & 15 - see pages 39 & 41.

$65

Please note: in order to avoid results which could be misleading, extremely high spenders and extremely low spenders have been eliminated for the purpose of calculating the above figure .



Expenditures by Origin

The graph on the left shows the expenditure by visitor party by origin of the party. For instance, the middle column of the graph, Canada, shows that visitor parties from Canada spent on average* $520 during their visit to the Yukon in 1994 (comparative figures for 1987 are not available).

A further breakdown of each of the three origins in the above graph (U.S.A., Canada and Overseas) is shown in the tables to the left. (Please note that for the "Total Expenditure" columns, not all provinces, states or countries are mentioned and therefore the "Total Expenditure" amounts shown will not sum to the "Total" figure at the bottom of the column.)

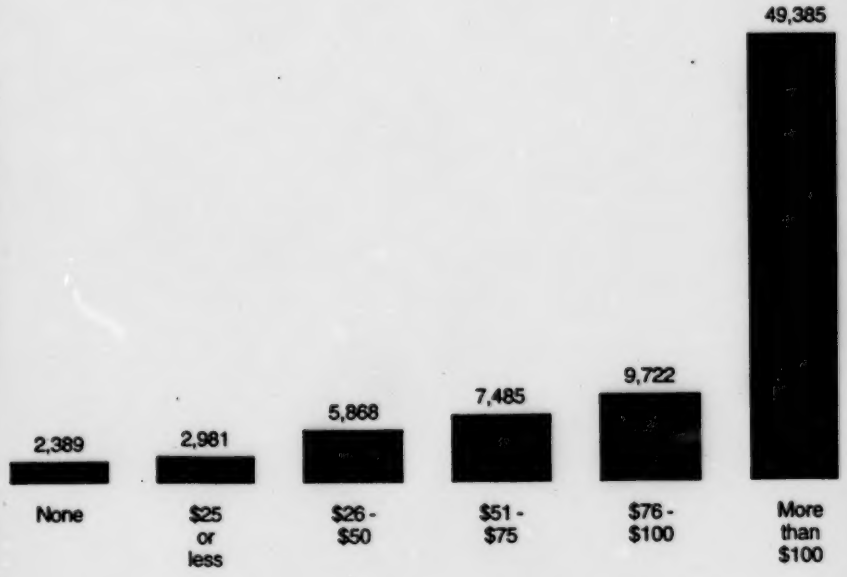
Survey questions 4 & 15 - see pages 39 & 41.

	Total Expenditure	Average Expenditure
Alaska	$4,568,400	$200
California	$2,283,200	$313
Washington	$1,418,300	$370
Ohio	$1,389,100	$566
Illinois	$858,500	$390
Minnesota	$721,600	$271
Michigan	$693,800	$331
Florida	$631,600	$289
Texas	$628,600	$261
Iowa	$567,900	$269
Oregon	$506,600	$303
Total	$23,097,900	$274

	Total Expenditure	Average Expenditure
Germany	$2,503,000	$574
New Zealand	$2,438,800	$266
Spain	$546,600	$1,000
U.K.	$522,600	$688
Australia	$516,250	$393
Austria	$301,900	$200
Total	$8,322,600	$550

** these figures are "trimmed" averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure.*

The Number of Visitor Parties to the Yukon
by their expenditure per night during their visit to the Yukon



How much was spent PER PERSON per night?

In 1994, visitor spending averaged out to $65 per night per person. The last time visitors were surveyed (1987), average expenditure per person per night was $66. To compare the two average figures more accurately, it is necessary to take inflation into account. The 1987 figure ($66) converted into 1994 dollars equals approximately $82. A comparison between the 1994 figure ($65) and the adjusted 1987 figure ($82) then shows that average spending per person per night between 1987 and 1994 dropped $17 or approximately 26%.

Survey questions 1, 14 & 15 - see pages 39 & 41.

$65

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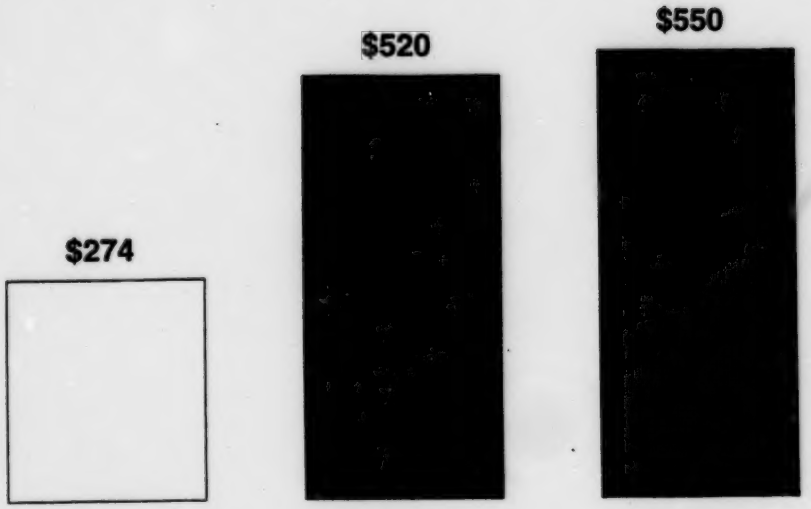

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The graph on the left shows the expenditure by visitor parties. Each column of the graph, for instance the middle column of the graph, Canada, shows that visitor parties from Canada spent on average $520 during their visit to the Yukon in 1974. Comparative figures for 1975 are not available.

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Survey questions 4 & 15 - see pages 39 & 41.

** these figures are "trimmed" averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure.*

Expenditures by mode of travel

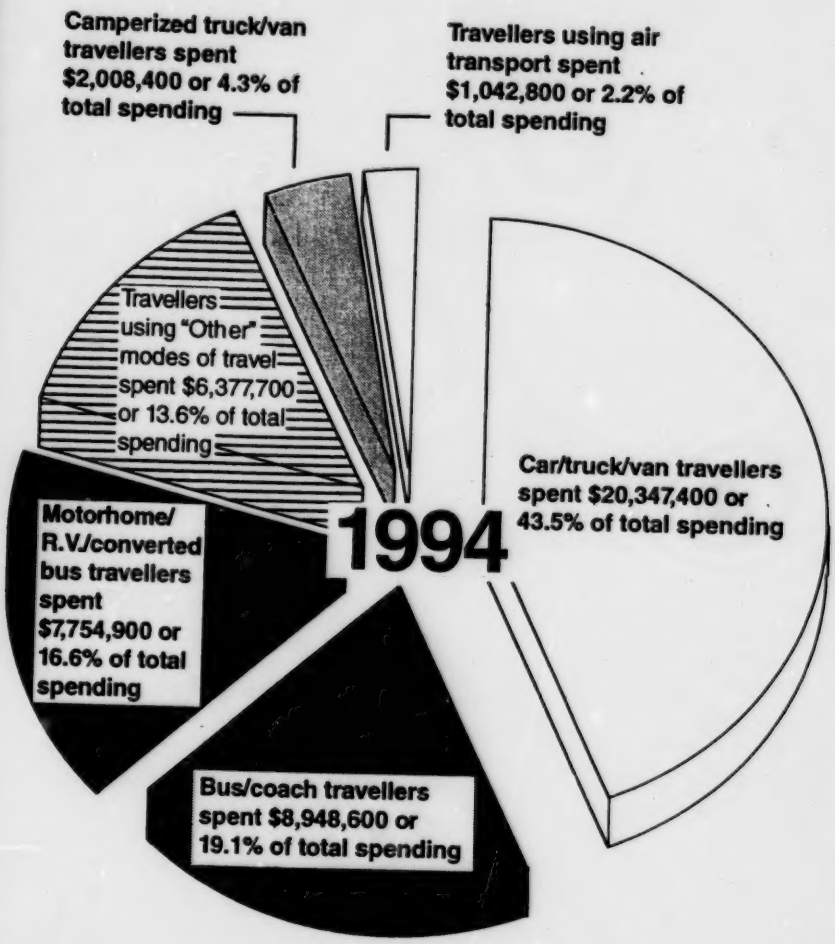
The pie chart on the right shows the total visitor expenditure in 1994 ($48,799,300) by the mode of travel used by the visitor party. The comparative figures for 1987 (total expenditure equalled $37,287,111) are as follows:

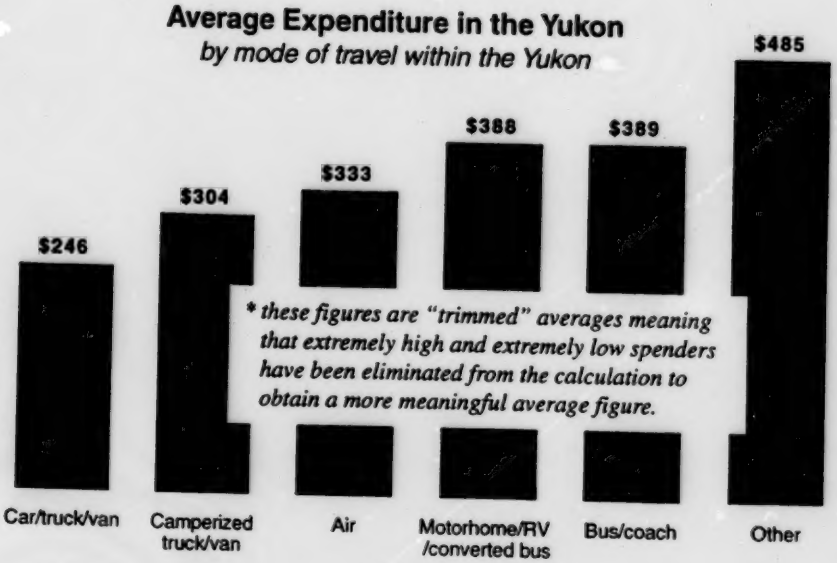
- $10,067,545 or 27% was spent by visitors travelling by car/truck/van;
- $8,109,577 or 22% was spent by visitors travelling by bus/coach;
- $4,132,106 or 11% was spent by visitors travelling by motorhome/R.V./converted bus;
- $120,245 or less than 1% was spent by visitors travelling by "Other" means of travel;
- $8,479,642 or 22% was spent by visitors travelling by camperized truck/van; and $6,078,046 or 16% was spent by visitors travelling by air.

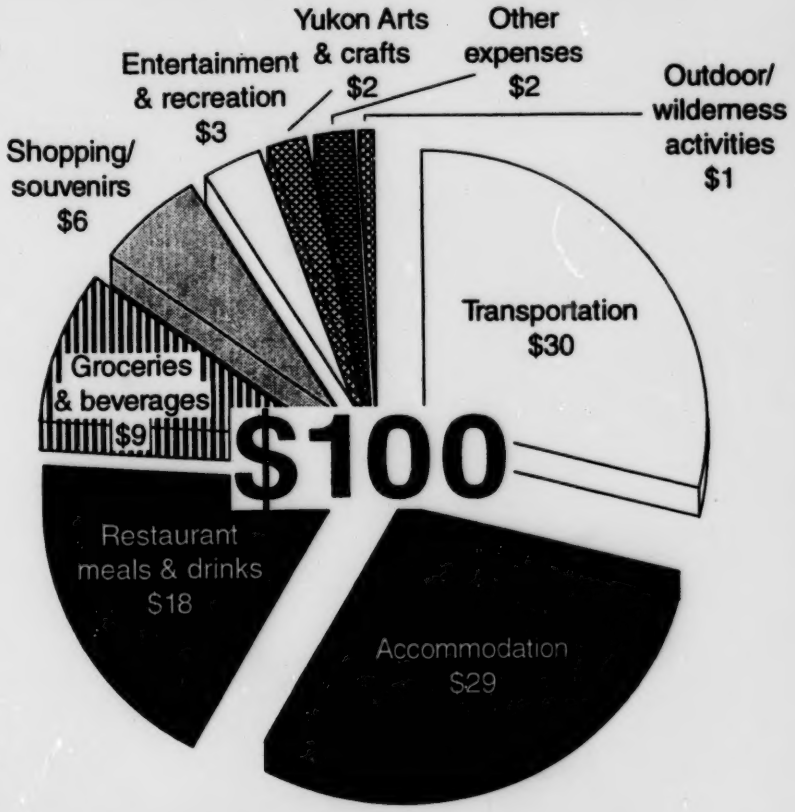
Please note that due to rounding of the figures the total may not add to 100%.

The chart on the right shows average expenditure by visitors during their stay in the Yukon by the type of transportation they used. For instance, visitors travelling by bus/coach on average spent $389 during their visit to the Yukon.

Survey questions 15 & 16 - see pages 41 & 42.


Camperized truck/van travellers spent $2,008,400 or 4.3% of total spending
Travellers using air transport spent $1,042,800 or 2.2% of total spending
Travellers using "Other" modes of travel spent $6,377,700 or 13.6% of total spending
Car/truck/van travellers spent $20,347,400 or 43.5% of total spending
Motorhome/ R.V./converted bus travellers spent $7,754,900 or 16.6% of total spending
Bus/coach travellers spent $8,948,600 or 19.1% of total spending
1994





The table below shows how spending varied depending on where the visitor was from - again, spending is shown as so many dollars out of every $100 spent. For instance, $33 out of every $100 spent by visitors from the U.S.A. was spent on accommodation as compared to $24 for Canadians and $21 for overseas visitors.

	Origin of the visitor		
	from the U.S.A.	*from Canada*	*from overseas*
Accommodation	$33	$24	$21
Transportation	$32	$23	$27
Groceries & beverages	$8	$13	$14
Meals & refreshments in restaurants	$18	$17	$15
Outdoor/wilderness activities	$1	$1	$2
Entertainment & recreation	$3	$5	$6
Yukon arts & crafts	$2	$5	$3
Shopping & other souvenirs	$1	$9	$8
Other expenses	$2	$3	$4

Survey questions 4 & 15 - see pages 39 & 41.

W

- $30 out of the $100 was spent on transportation *(the 1987 figure was $25 out of $100)*;
- $29 was spent on accommodation *(the 1987 figure was $25 out of $100)*;
- $18 was spent on restaurant meals & drinks *(the 1987 figure was $15 out of $100)*;
- $9 was spent on groceries and beverages *(the 1987 figure was $10 out of $100)*;
- $6 was spent on shopping souvenirs *(the 1987 figure was $9 out of $100)*;
- $3 was spent on entertainment and recreation *(the 1987 figure was $6 out of $100)*;
- $2 was spent on Yukon arts and crafts *(1987 figures not available)*;
- $2 was spent on "Other" expenses *(the 1987 figure was also $2 out of $100)*; and
- $1 was spent on outdoor/ wilderness activities *(1987 figures not available)*.

The table on the left shows how a "typical" $100 was spent by visitors from the U.S.A., from Canada and from overseas. The greatest variation occurred in the expenditure category of "Shopping & other souvenirs": on average, Americans spent $1 out of every $100 on this type of expenditure while visitors from overseas spent $8 and Canadian visitors spent $9.

Expenditures by Mode of Travel

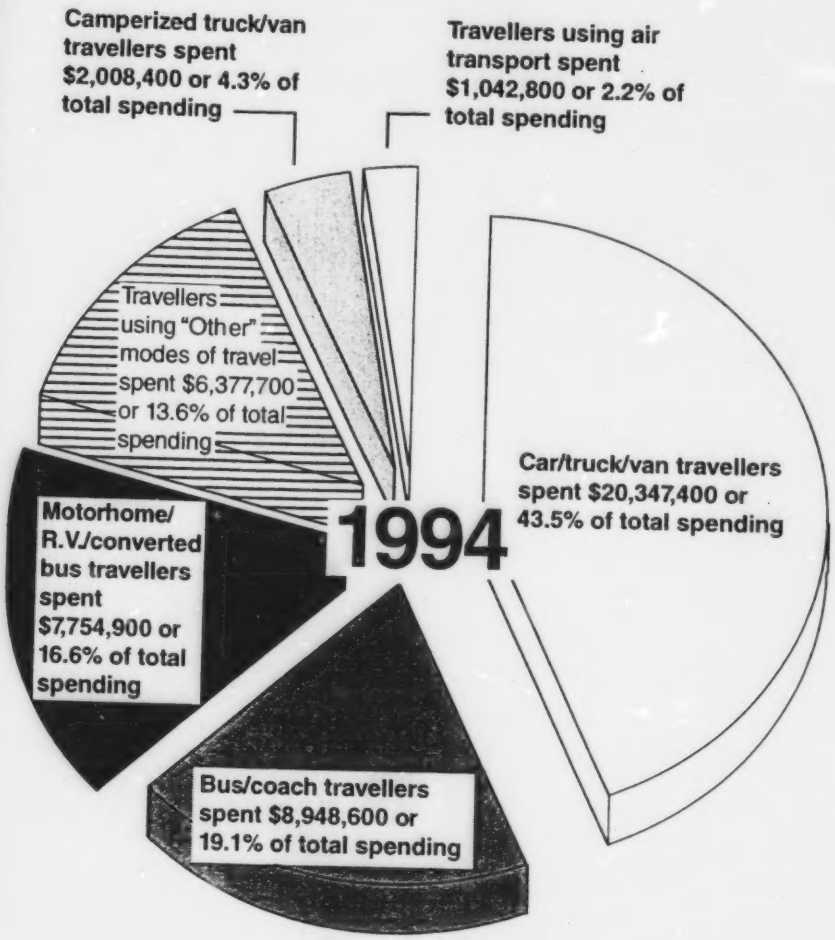
The pie chart on the right shows the total visitor expenditure in 1994 ($46,739,300) by the mode of travel used by the visitor party. The comparative figures for 1987 (total expenditure equalled $37,287,111) are as follows:

- $10,067,545 or 27% was spent by visitors travelling by car/truck/van;
- $8,709,527 or 23% was spent by visitors travelling by bus/coach;
- $4,132,106 or 11% was spent by visitors travelling by motorhome/R.V./converted bus;
- $120,245 or less than 1% was spent by visitors travelling by "Other" means of travel;
- $8,179,642 or 22% was spent by visitors travelling by camperized truck/van;
- and $6,078,046 or 16% was spent by visitors travelling by air.

* *please note that due to rounding of the figures the total may not add to 100%.*

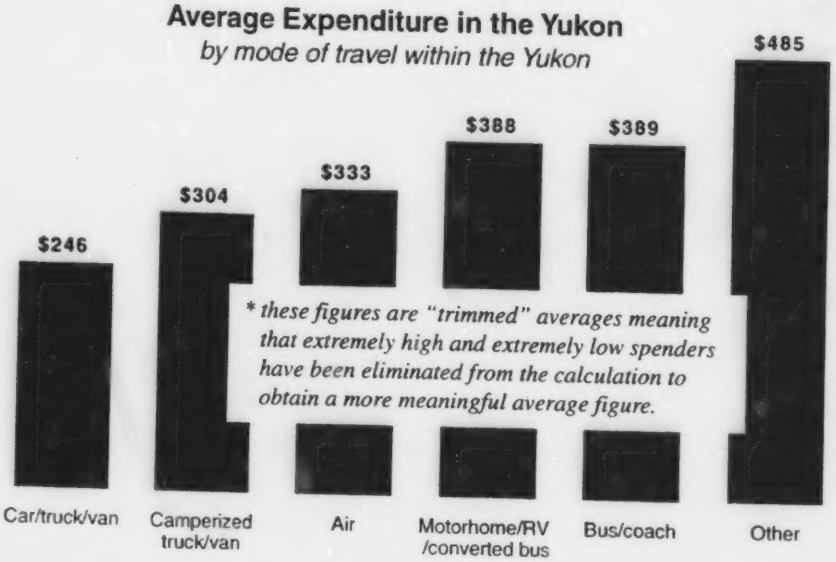
The chart on the right shows average expenditure by visitors during their stay in the Yukon by the type of transportation they used. For instance, visitors travelling by bus/coach on average spent $389 during their visit to the Yukon.

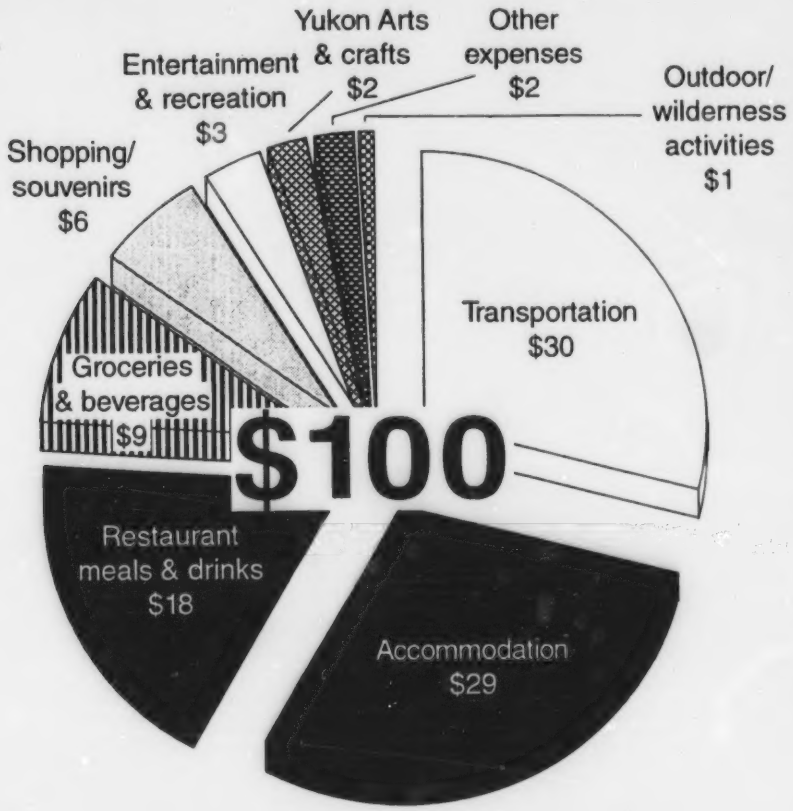
Survey questions 15 & 16 - see pages 41 & 42.


Camperized truck/van travellers spent $2,008,400 or 4.3% of total spending
Travellers using air transport spent $1,042,800 or 2.2% of total spending
Travellers using "Other" modes of travel spent $6,377,700 or 13.6% of total spending
Car/truck/van travellers spent $20,347,400 or 43.5% of total spending
Motorhome/ R.V./converted bus travellers spent $7,754,900 or 16.6% of total spending
1994
Bus/coach travellers spent $8,948,600 or 19.1% of total spending

Average Expenditure in the Yukon

by mode of travel within the Yukon





The table below shows how spending varied depending on where the visitor was from - again, spending is shown as so many dollars out of every $100 spent. For instance, $33 out of every $100 spent by visitors from the U.S.A. was spent on accommodation as compared to $24 for Canadians and $21 for overseas visitors.

	Origin of the visitor		
	from the U.S.A.	*from Canada*	*from overseas*
Accommodation	$33	$24	$21
Transportation	$32	$23	$27
Groceries & beverages	$8	$13	$14
Meals & refreshments in restaurants	$18	$17	$15
Outdoor/wilderness activities	$1	$1	$2
Entertainment & recreation	$3	$5	$6
Yukon arts & crafts	$2	$5	$3
Shopping & other souvenirs	$1	$9	$8
Other expenses	$2	$3	$4

Survey questions 4 & 15 - see pages 39 & 41.

What did visitors spend their money on?

The graph on the left shows what visitors spent their money on while in the Yukon in 1994. In general, every $100 spent by a visitor was divided up as follows:

- **$30 out of the $100 was spent on transportation *(in 1987 the figure was $33 out of $100)*;**
- **$29 was spent on accommodation *(the 1987 figure was $25 out of $100)*;**
- **$18 was spent on restaurant meals & drinks *(the 1987 figure was $15 out of $100)*;**
- **$9 was spent on groceries and beverages *(the 1987 figure was $10 out of $100)*;**
- **$6 was spent on shopping/souvenirs *(the 1987 figure was $9 out of $100)*;**
- **$3 was spent on entertainment and recreation *(the 1987 figure was $6 out of $100)*;**
- **$2 was spent on Yukon arts and crafts *(1987 figures not available)*;**
- **$2 was spent on "Other" expenses *(the 1987 figure was also $2 out of $100)*; and**
- **$1 was spent on outdoor/ wilderness activities *(1987 figures not available)*.**

The table on the left shows how a "typical" $100 was spent by visitors from the U.S.A., from Canada and from overseas. The greatest variation occurred in the expenditure category of "Shopping & other souvenirs": on average, Americans spent $1 out of every $100 on this type of expenditure while visitors from overseas spent $8 and Canadian visitors spent $9.

Did visitor spending vary with the type of transportation the visitor used?

The question could be clarified with a specific example such as, "Did visitors who travelled in a motorhome spend their money differently than visitors who travelled by bus or motorcoach?" The table on the right provides a breakdown of a typical $100 spent by visitors, who have been categorized by the type of transportation they used in the Yukon in 1994. For instance, looking at expenditures on accommodation:

- **visitors travelling by "air" on average spent $19 out of each $100 on accommodation;**
- **visitors travelling by car, truck or van on average spent $18 out of each $100 on accommodation;**
- **visitors travelling by camperized truck or van on average spent $11 out of each $100 on accommodation;**
- **visitors travelling by bus or coach on average spent $65 out of each $100 on accommodation;**
- **visitors travelling by motorhome, RV or converted bus on average spent $12 out of each $100 on accommodation;**
- **and visitors travelling by "Other" means of travel on average spent $24 out of each $100 on accommodation.**

	Mode of transportation					
	Air	Car, truck or van	Camperized truck or van	Bus or coach	Motorhome, RV or converted bus	Other*
Accommodation	$19	$18	$11	$65	$12	$24
Transportation	$36	$37	$53	$0	$49	$18
Groceries & beverages	$12	$11	$14	$1	$13	$15
Meals & refreshments in restaurants	$18	$19	$12	$23	$9	$16
Outdoor/ wilderness activities	$4	$1	$0	$0	$0	$6
Entertainment & recreation	$2	$3	$2	$3	$7	$4
Yukon arts & crafts	$2	$3	$2	$1	$2	$6
Shopping & other souvenirs	$1	$6	$5	$7	$6	$7
Other expenses	$6	$3	$2	$0	$2	$4

** "other" includes travel within the Yukon by motorcycle, bicycle, canoe, raft or on foot.*

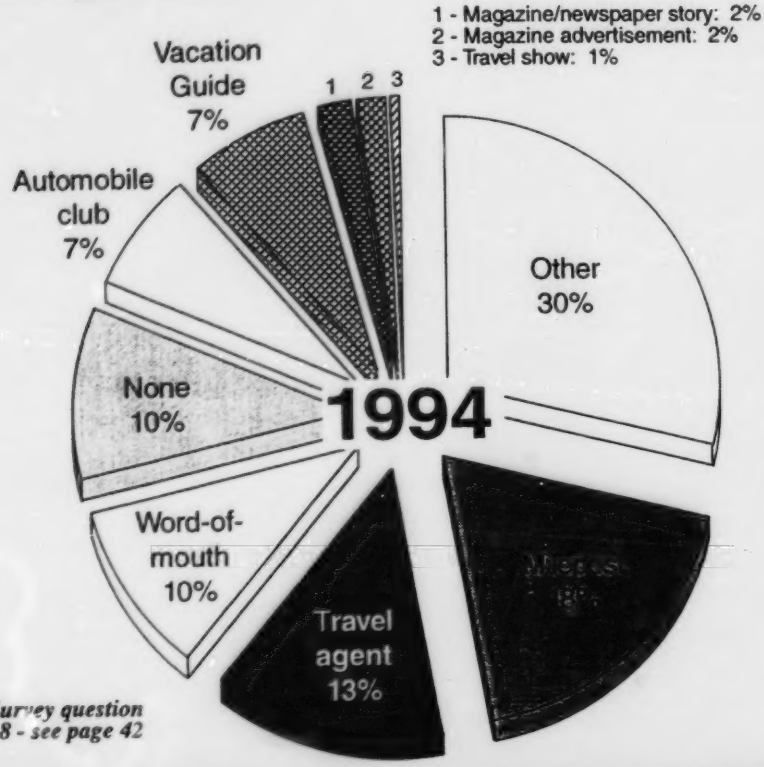
The visitors who spent on average the greatest proportion of their visitor dollars on each type of expense were:

- Bus or motorcoach visitors spent $64 on accommodation out of every $100 spent;
- Camperized truck or van visitors spent $53 on transportation out of every $100 spent;
- Visitors using "Other" means of travel spent $15 on groceries & beverages out of every $100 spent;
- Bus or motorcoach visitors spent $23 on meals & refreshments in restaurants out of every $100 spent;
- Visitors using "Other" means of travel spent $6 on outdoor/wilderness activities out of every $100 spent;
- Motorhome, RV or converted bus visitors spent $7 on entertainment & recreation out of every $100 spent;
- Visitors using "Other" means of travel spent $6 on Yukon arts & crafts out of every $100 spent;
- Bus or motorcoach visitors and visitors using "Other" means of travel each spent $7 on shopping & other souvenirs out of every $100 spent;
- and visitors travelling by "air" spent $6 on other expenses out of every $100 spent.

(1987 figures are not available)

Survey questions 15 & 16 - see pages 41 & 42.

HOW DID THEY PLAN FOR THEIR VISIT?

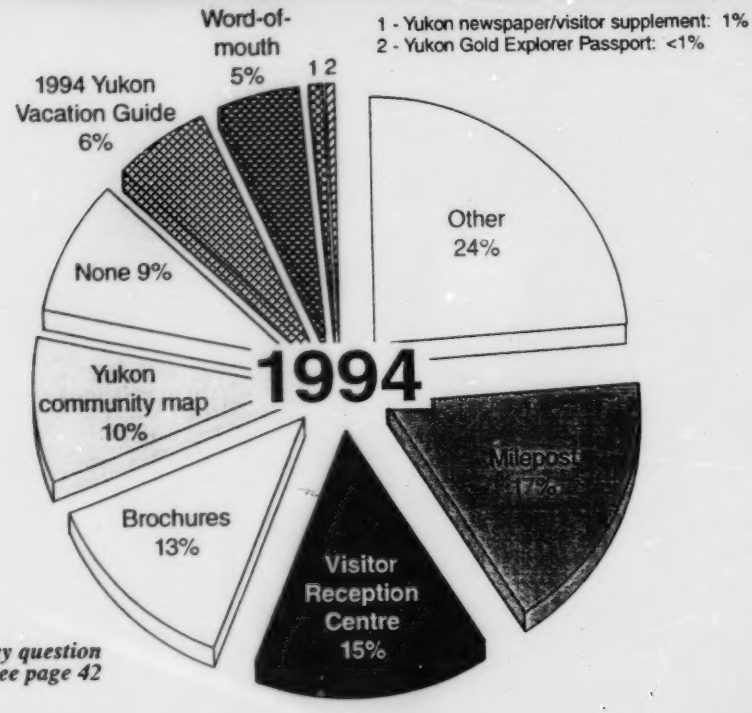


Survey question 18 - see page 42

What sources of information did they use to plan their visit to the Yukon?

The chart to the left shows the sources of information used by visitors to plan their trip to the Yukon in 1994.

Results of the 1987 survey showed that 24% of the responses were in the category "Other"; 21% were "Travel agent"; 13% were "from the Yukon Government"; 12% were "auto club"; 10% were "word-of-mouth"; 8% were "a newspaper ad/magazine ad"; 7% were "Chamber of Commerce"; 3% were the "Yukon Pavillion at Expo '86; and 1% were a "Travel show".



Survey question 19 - see page 42

What sources of information did they use during their visit to the Yukon?

The chart to the left shows the sources of information used by visitors during their visit to the Yukon in 1994.

Results of the 1987 survey showed that 62% of the responses were in the category "from the Yukon Government"; 19% were "word-of-mouth"; 14% were "other sources"; 2% were the "Chamber of Commerce"; 2% were a "Travel agent"; and 1% were an "Auto club".

Did visitor spending vary with the type of transportation the visitor used?

The question could be clarified with a specific example such as, "Did visitors who travelled in a motorhome spend their money differently than visitors who travelled by bus or motorcoach?" The table on the right provides a breakdown of a typical $100 spent by visitors, who have been categorized by the type of transportation they used in the Yukon in 1994. For instance, looking at expenditures on accommodation:

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- visitors travelling by car, truck or van on average spent $18 out of each $100 on accommodation;
- visitors travelling by camperized truck or van on average spent $11 out of each $100 on accommodation;
- visitors travelling by bus or coach on average spent $65 out of each $100 on accommodation;
- visitors travelling by motorhome, RV or converted bus on average spent $12 out of each $100 on accommodation;
- and visitors travelling by "Other" means of travel on average spent $24 out of each $100 on accommodation.

	Mode of transportation					
	Air	Car, truck or van	Camperized truck or van	Bus or coach	Motorhome, RV or converted bus	Other*
Accommodation	$19	$18	$11	$65	$12	$24
Transportation	$36	$37	$53	$0	$49	$18
Groceries & beverages	$12	$11	$14	$1	$13	$15
Meals & refreshments in restaurants	$18	$19	$12	$23	$9	$16
Outdoor/ wilderness activities	$4	$1	$0	$0	$0	$6
Entertainment & recreation	$2	$3	$2	$3	$7	$4
Yukon arts & crafts	$2	$3	$2	$1	$2	$6
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** "other" includes travel within the Yukon by motorcycle, bicycle, canoe, raft or on foot.*

The visitors who spent on average the greatest proportion of their visitor dollars on each type of expense were:

- Bus or motorcoach visitors spent $64 on accommodation out of every $100 spent;
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- Visitors using "Other" means of travel spent $15 on groceries & beverages out of every $100 spent;

- Bus or motorcoach visitors spent $23 on meals & refreshments in restaurants out of every $100 spent;
- Visitors using "Other" means of travel spent $6 on outdoor/wilderness activities out of every $100 spent;
- Motorhome, RV or converted bus visitors spent $7 on entertainment & recreation out of every $100 spent;

- Visitors using "Other" means of travel spent $6 on Yukon arts & crafts out of every $100 spent;
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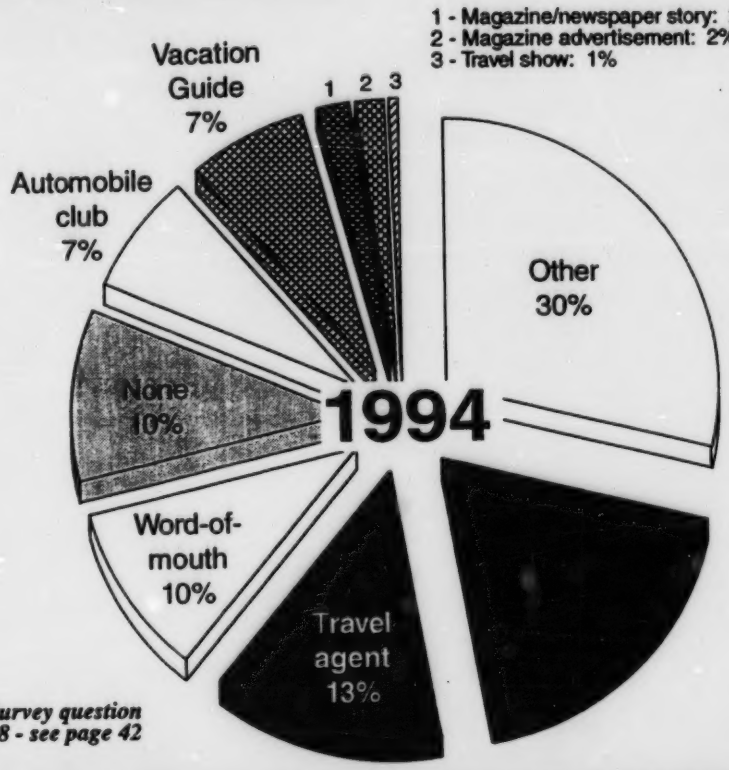
(1987 figures are not available)

Survey questions 15 & 16 - see pages 41 & 42.

HOW DID THEY PLAN FOR THEIR VISIT?



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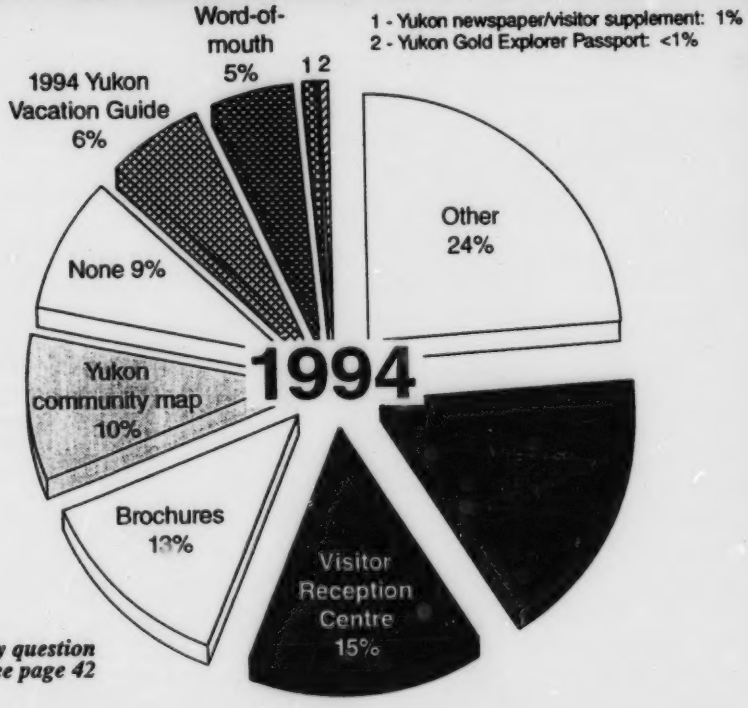
Results of the 1987 survey showed that 24% of the responses were in the category "Other"; 21% were "Travel agent"; 15% were "from the Yukon Government"; 12% were "auto club"; 10% were "word-of-mouth"; 8% were "a newspaper ad/magazine ad"; 7% were "Chamber of Commerce"; 3% were the "Yukon Pavillion at Expo '86; and 1% were a "Travel show".



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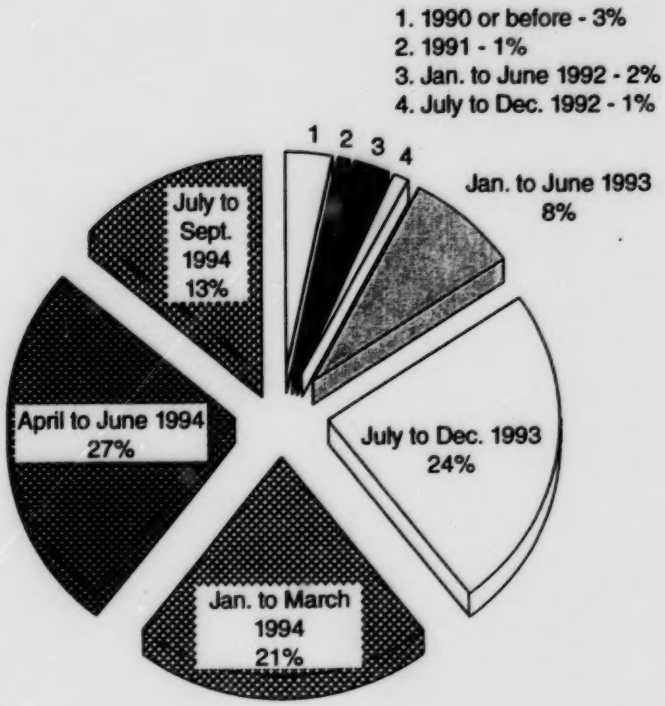
When did they decide to visit the Yukon

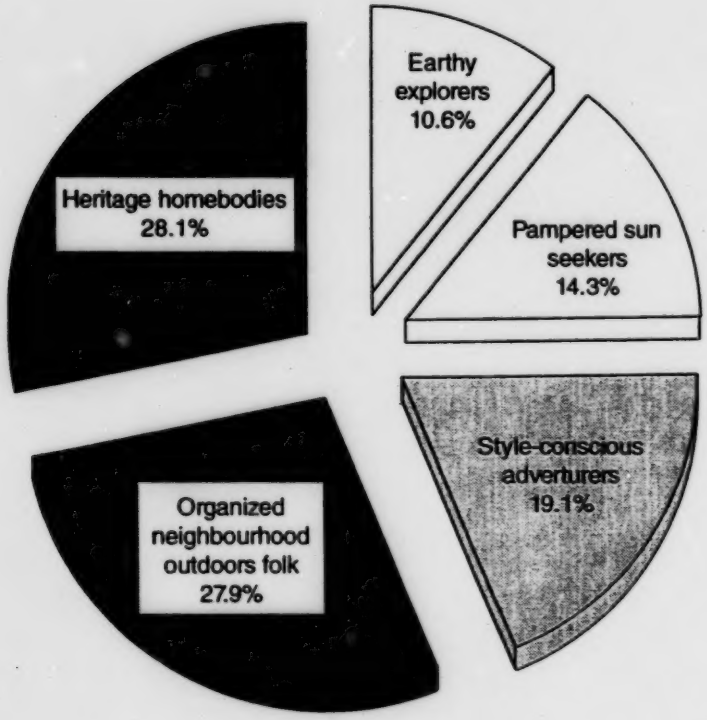
The chart on the right shows the responses to the question "When did you decide to visit the Yukon?" 61% of visitors had decided to visit the Yukon sometime in 1994.

The survey showed that 12.7% of visitors made their decision to visit the Yukon less than one month prior to their trip; 19.4% of visitors made the decision 1 to 3 months before their trip; 24.5% of visitors made their decision 4 to 12 months before their trip; 32.7% of visitors made their decision 13 to 24 months prior to their visit; and 9.5% of visitors made their decision more than 24 months prior to their visit.



Survey question 20 - see page 42

SOME ADDITIONAL INFORMATION ABOUT YUKON VISITORS



[redacted]

Household Supplement Survey
see pages 8 & 9

Earthy Explorers
- want a back-to-nature experience
- interested in opportunities to experience native culture
- avoids destinations frequented by other tourists
- dislike guided tours intensely willing to "rough it"

Pampered Sunseekers
- like to go to popular vacation spots featuring all the amenities
- want a warm, sunny climate
- fairly frequent travellers
- they have no desire to be "daring and adventuresome"

Style-conscious adventurers
- seek variety in destinations
- travel frequently
- will travel far and tolerate some inconvenience
- want physically demanding sports

Organized Neighbourhood Outdoors Folk
- enjoy hunting and fishing
- most likely to use campgrounds & RV parks
- do not like to travel very far
- like to get away and do nothing at all

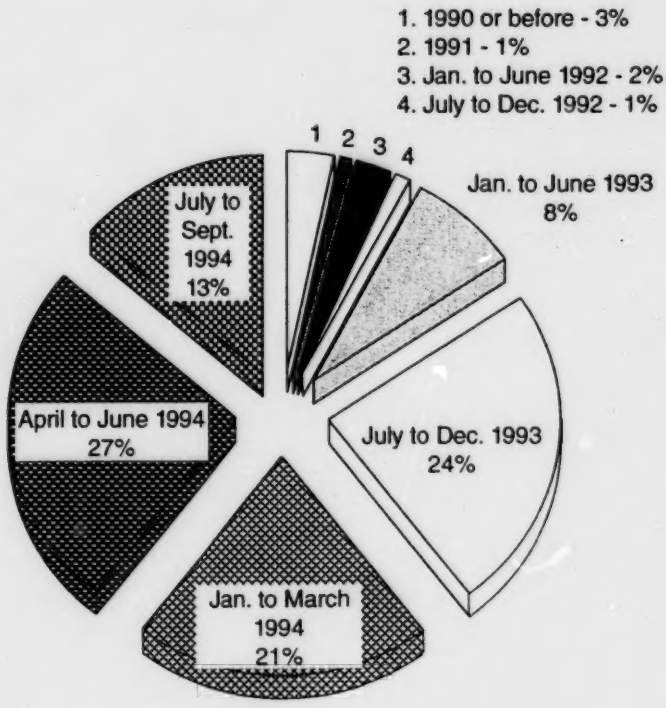
Heritage Homebodies
- *travel often by car*
- *look for value in a vacation*
- *vacations are family times*
- *interested in historic sites, shopping for local crafts, small towns & villages, museums, outstanding scenery, national parks (but not wilderness)*
- *look for activities geared towards the whole family*

For more detail please see Appendix 4- page 51

When did they decide to visit the Yukon?

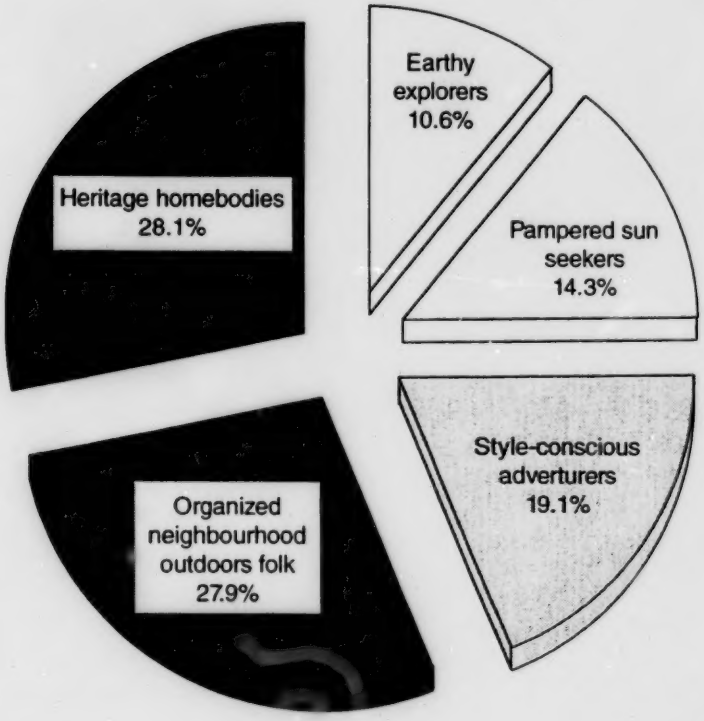
The chart on the right shows the responses to the question, "When did you decide to visit the Yukon?". 61% of visitors had decided to visit the Yukon sometime in 1994.

The 1987 survey showed that 12.7% of visitors made their decision to visit the Yukon less than one month prior to their trip; 19.4% of visitors made the decision 3 to 5 months before their trip; 24.6% of visitors made their decision 6 to 12 months before their trip; 32.7% of visitors made their decision 13 to 24 months prior to their visit; and 4.5% of visitors made their decision more than 24 months prior to their visit.



Survey question 20 - see page 42

SOME ADDITIONAL INFORMATION ABOUT YUKON VISITORS



Psychographic Segments

Visitors were asked a number of questions about what they thought of travelling and about life in general. Responses to these questions were grouped into 5 categories: EE (earthy explorers); PSS (pampered sun seekers); SCA (style-conscious adventurers); ONO (organized neighbourhood outdoors folk); and HH (heritage homebodies). The pie chart to the left shows the percentage of visitors in each category.

Household Supplement Survey - see pages 48 & 49.

Earthy Explorers
- want a back-to-nature experience
- interested in opportunities to experience native culture
- avoids destinations frequented by other tourists
- dislike guided tours intensely willing to "rough it"

Pampered Sunseekers
- like to go to popular vacation spots featuring all the amenities
- want a warm, sunny climate
- fairly frequent travellers
- they have no desire to be "daring and adventuresome"

Style-conscious adventurers
- seek variety in destinations
- travel frequently
- will travel far and tolerate some inconvenience
- want physically demanding sports

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- enjoy hunting and fishing
- most likely to use campgrounds & RV parks
- do not like to travel very far
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Heritage Homebodies
- *travel often by car*
- *look for value in a vacation*
- *vacations are family times*
- *interested in historic sites, shopping for local crafts, small towns & villages, museums, outstanding scenery, national parks (but not wilderness)*
- *look for activities geared towards the whole family*

For more detail please see Appendix 4- page 51

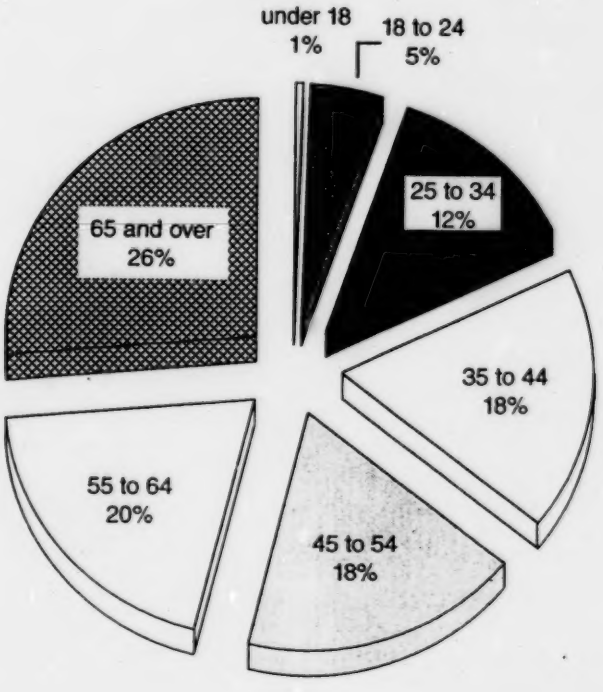
Income and Other Demographic Information

from the CWE survey supplement (see page 46)

In the course of the 1994 Visitor Exit Survey information was also gathered on visitors referred to as the "chief wage earner" (CWE) in a particular visitor party. The CWE was the person contributing the greatest income in a household. (comparative data from 1987 is not available).

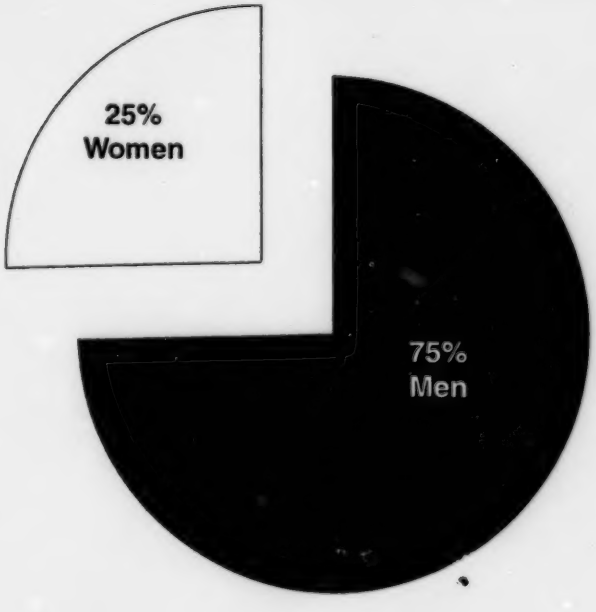
Age

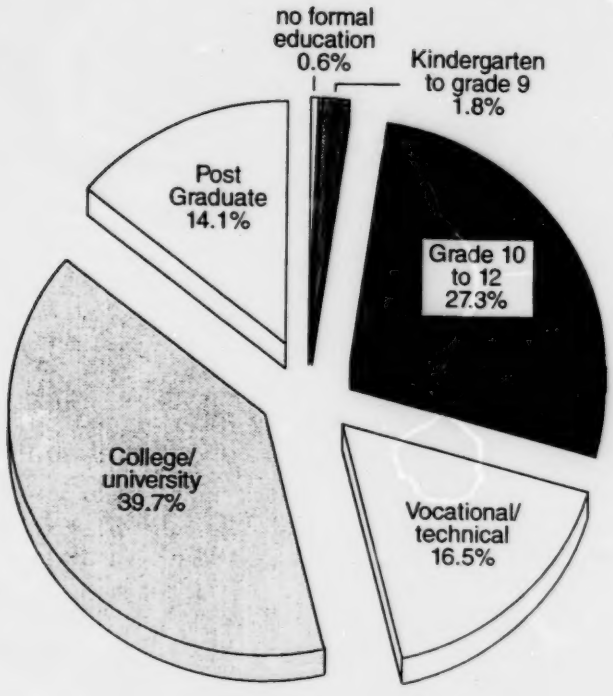
The chart on the right provides a breakdown by age category of the CWEs identified in the Visitor Exit Survey. Approximately 1 out of 4 (26%) of these individuals were 65 years of age or older.



Gender

3/4's of the CWEs were men and 1/4 were women.

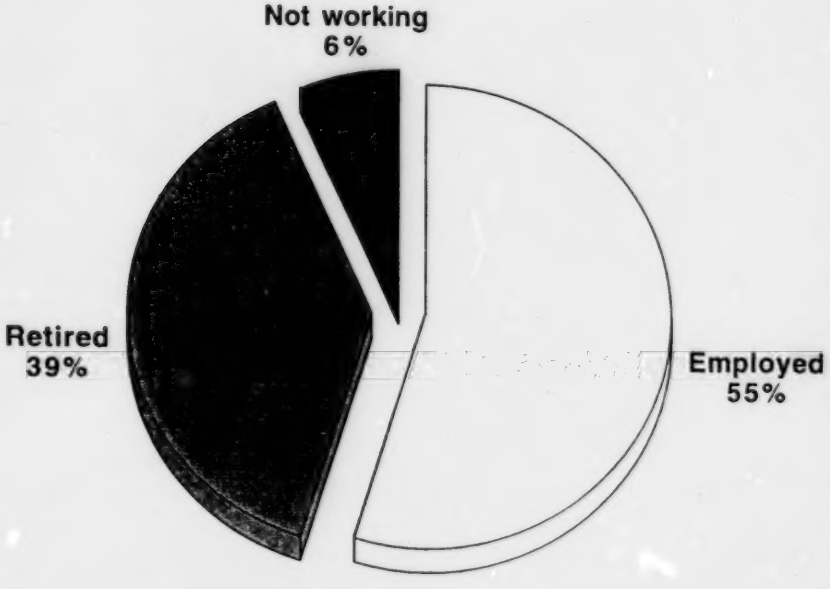




Education

The chart on the left provides a breakdown of the educational background of the CWEs identified in the Visitor Exit Survey. The largest group of these individuals (slightly over half) had a college or university educational background.

Chief Wage Earner (CWE) Supplement - see page 46



Employment

Chief wage earners were asked about their current employment status. Almost 40% reported that they were retired. 55% indicated that they were employed and 6% stated they were not working.

Chief Wage Earner (CWE) Supplement - see page 46

In the course of the 1994 Visitor Exit Survey, information was also gathered on visitors referred to as the "chief wage earner" (CWE) in a particular visitor party. The CWE was the person contributing the greatest income in a household. (comparative data from 1987 is not available).

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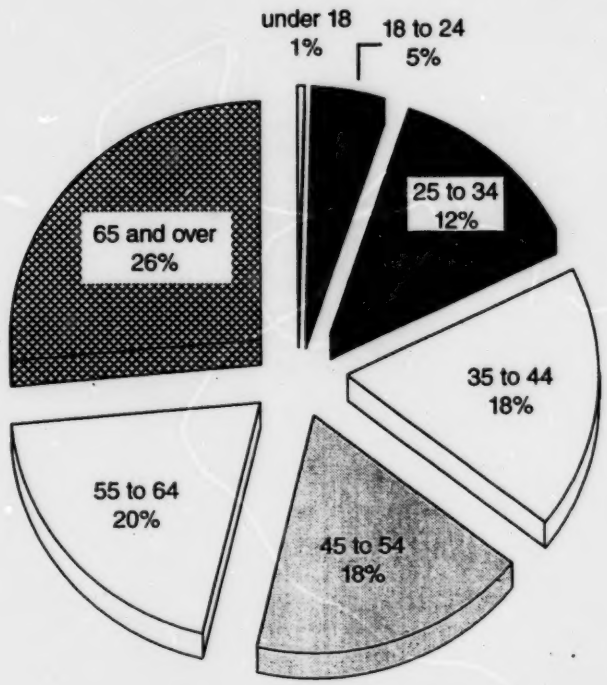
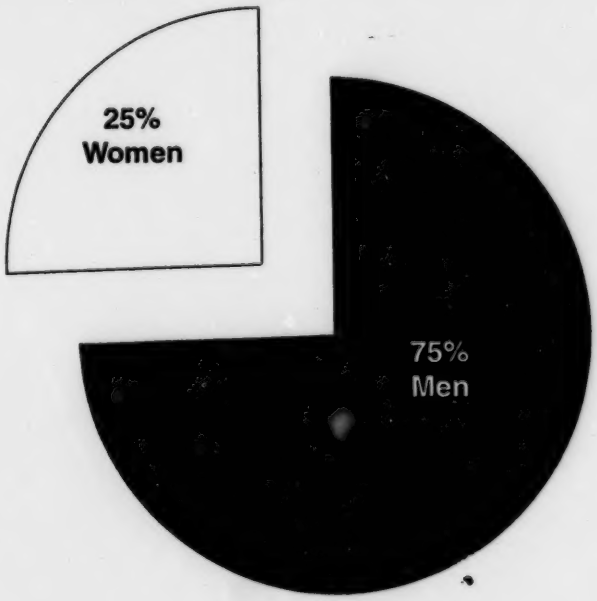
Income and Other Demographic Information

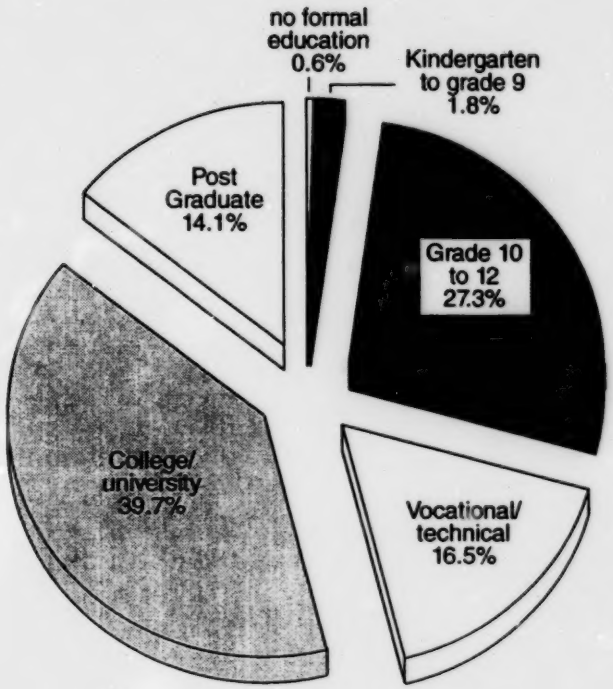
from the CWE survey supplement (see page 46)



Gender

3/4's of the CWEs were men and 1/4 were women.

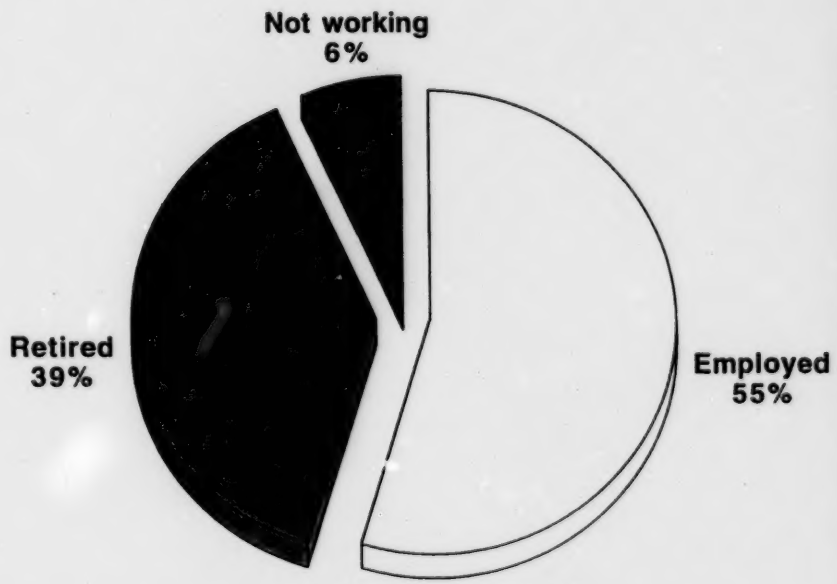




Education

The chart on the left provides a breakdown of the educational background of the CWEs identified in the Visitor Exit Survey. The largest group of these individuals (slightly over half) had a college or university educational background.

Chief Wage Earner (CWE) Supplement - see page 46



Employment

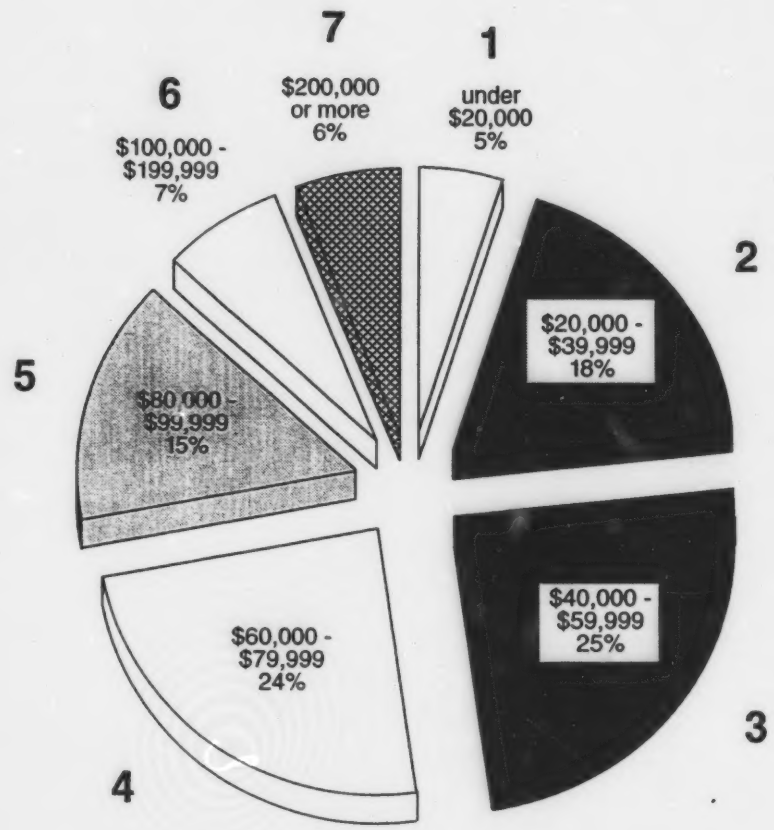
Chief wage earners were asked about their current employment status. Almost 40% reported that they were retired. 55% indicated that they were employed and 6% stated they were not working.

Chief Wage Earner (CWE) Supplement - see page 46

Income

As the chart on the right shows, chief wage earners were asked to estimate the total annual income of the household they belonged to. Approximately half of the CWEs reported that their household income was between $40,000 and $80,000. Almost 1/4 more indicated that their annual household income was between $80,000 and $200,000. (Please note: income figures reported by CWEs were, where necessary, converted into Canadian dollars. The figures presented in the chart and sidebar are in Canadian dollars).

Chief Wage Earner (CWE) Supplement - see page 46

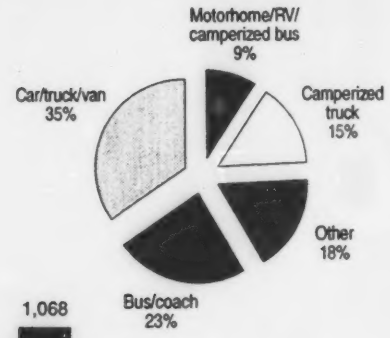


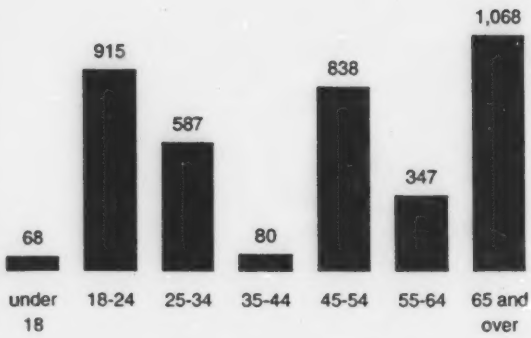
Income under $20,000

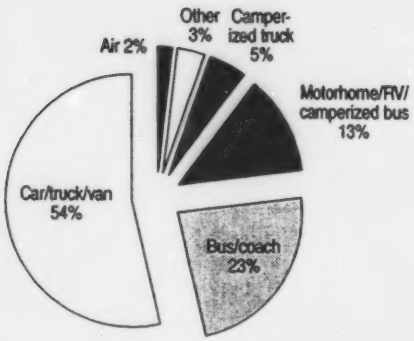
1

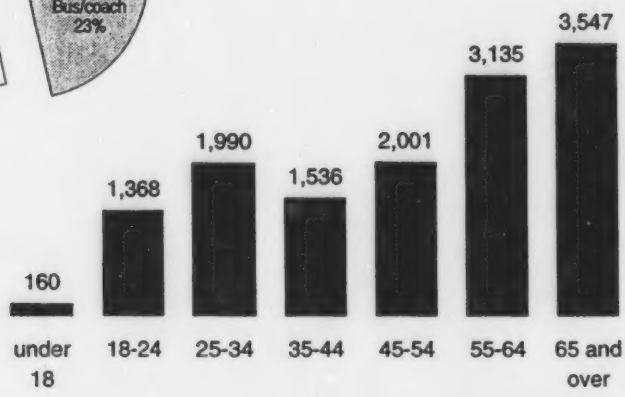
5% of Chief Wage Earners (CWEs) estimated that the total annual income of the household they belonged to was under $20,000. The bar chart on the right shows the number of these CWEs in each age category. The pie chart on the right shows how visitors, who were part of a household with an income under $20,000, travelled within the Yukon.

Chief Wage Earner (CWE) Supplement - see page 46





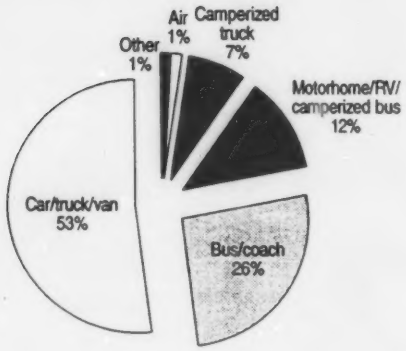


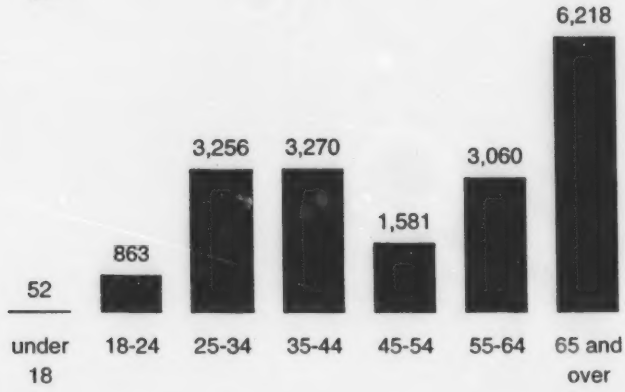


2 Income from $20,000 to $39,999

18% of Chief Wage Earners (CWEs) estimated that the total annual income of the household they belonged to was between $20,000 and $39,999. The bar chart on the left shows the number of these CWEs in each age category. The pie chart on the left shows how visitors, who were part of a household with an income between $20,000 and $39,999, travelled within the Yukon.

Chief Wage Earner (CWE) Supplement - see page 46





3 Income from $40,000 to $59,999

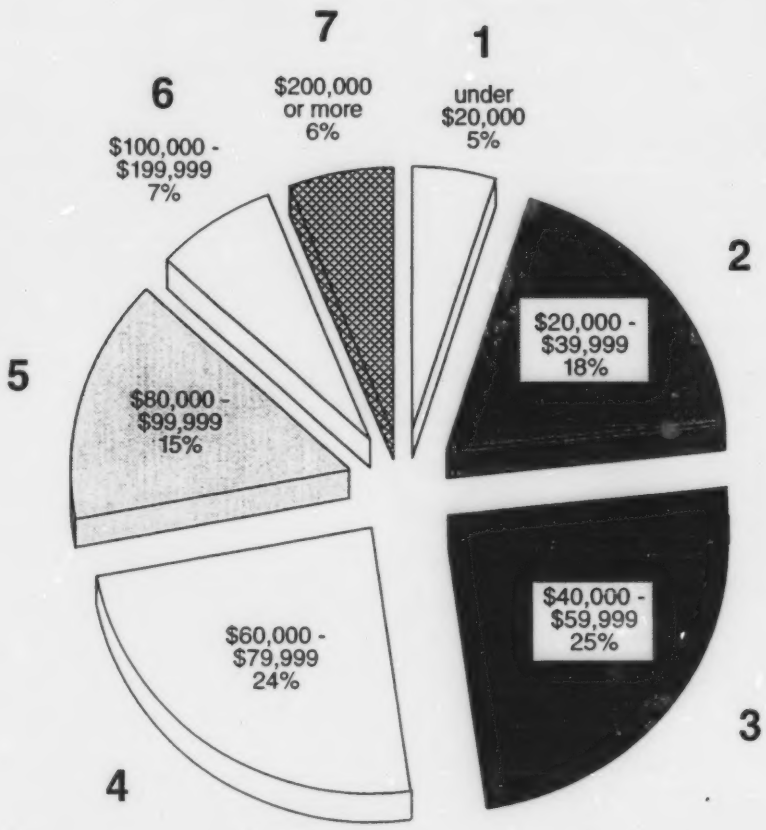
25% of Chief Wage Earners (CWEs) estimated that the total annual income of the household they belonged to was between $40,000 and $59,999. The bar chart on the left shows the number of these CWEs in each age category. The pie chart on the left shows how visitors, who were part of a household with an income between $40,000 and $59,999, travelled within the Yukon.

Chief Wage Earner (CWE) Supplement - see page 46

Income

As the chart on the right shows, chief wage earners were asked to estimate the total annual income of the household they belonged to. Approximately half of the CWEs reported that their household income was between $40,000 and $80,000. Almost 1/4 more indicated that their annual household income was between $80,000 and $200,000. (Please note: income figures reported by CWEs were, where necessary, converted into Canadian dollars. The figures presented in the chart and sidebar are in Canadian dollars).

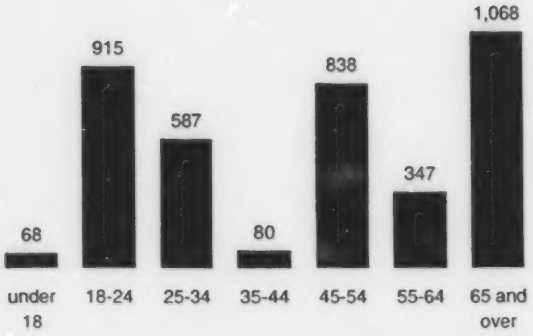
Chief Wage Earner (CWE) Supplement - see page 46

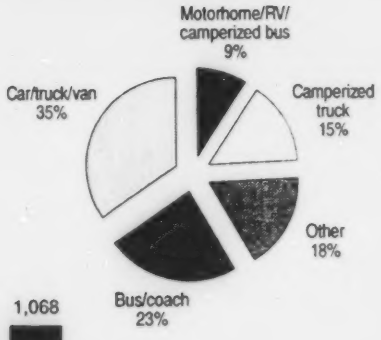


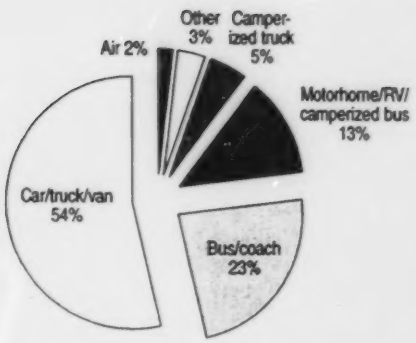
Income under $20,000 — 1

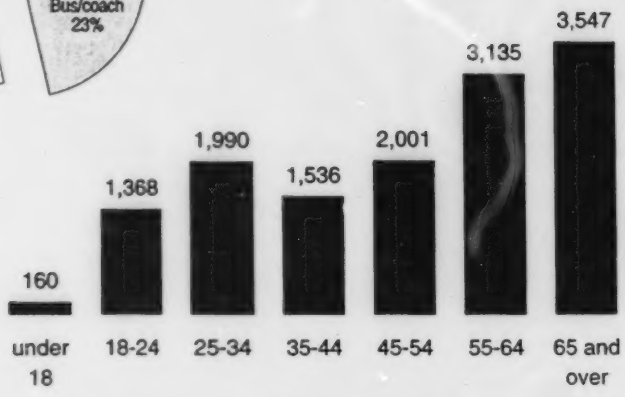
5% of Chief Wage Earners (CWEs) estimated that the total annual income of the household they belonged to was under $20,000. The bar chart on the right shows the number of these CWEs in each age category. The pie chart on the right shows how visitors, who were part of a household with an income under $20,000, travelled within the Yukon.

Chief Wage Earner (CWE) Supplement - see page 46





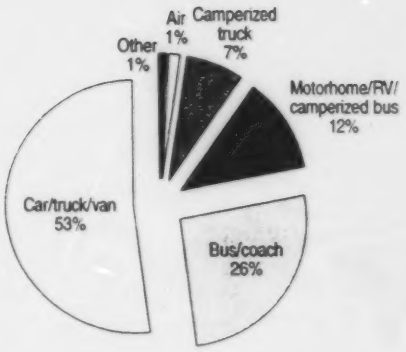


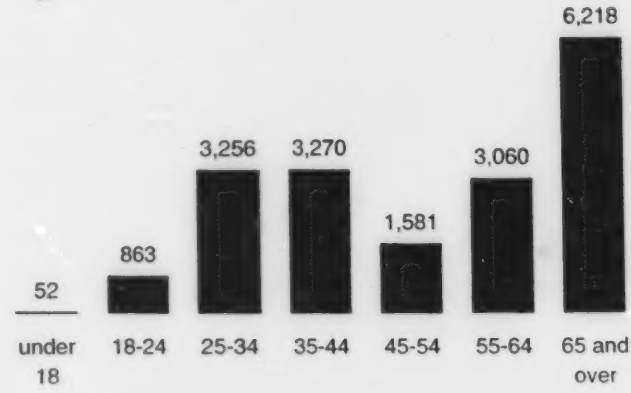


2 Income from $20,000 to $39,999

18% of Chief Wage Earners (CWEs) estimated that the total annual income of the household they belonged to was between $20,000 and $39,999. The bar chart on the left shows the number of these CWEs in each age category. The pie chart on the left shows how visitors, who were part of a household with an income between $20,000 and $39,999, travelled within the Yukon.

Chief Wage Earner (CWE) Supplement - see page 46





3 Income from $40,000 to $59,999

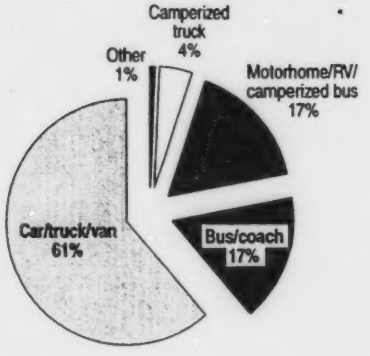
25% of Chief Wage Earners (CWEs) estimated that the total annual income of the household they belonged to was between $40,000 and $59,999. The bar chart on the left shows the number of these CWEs in each age category. The pie chart on the left shows how visitors, who were part of a household with an income between $40,000 and $59,999, travelled within the Yukon.

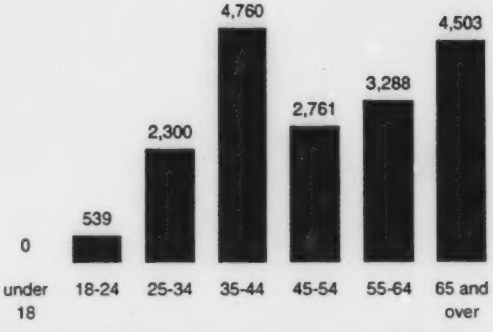
Chief Wage Earner (CWE) Supplement - see page 46

Income from $60,000 to $79,999 — 4

24% of Chief Wage Earners (CWE) estimated that the total annual income of the household they belonged to was between $60,000 and $79,999. The bar chart on the right shows the number of these CWEs in each age category. The pie chart on the right shows how visitors, who were part of a household with an income between $60,000 and

Chief Wage Earner (CWE) Supplement - see page 46

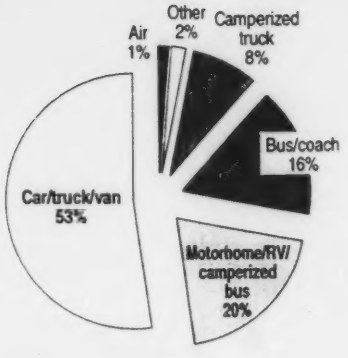


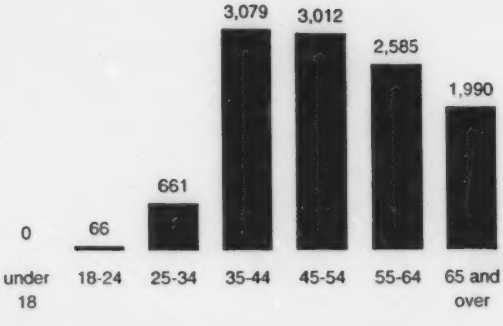


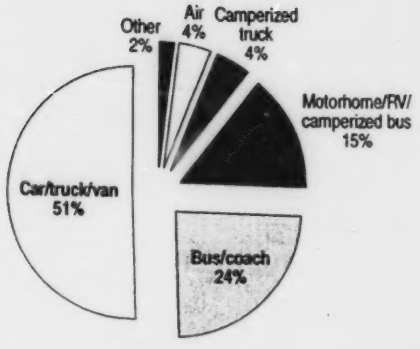
Income from $80,000 to $99,999 — 5

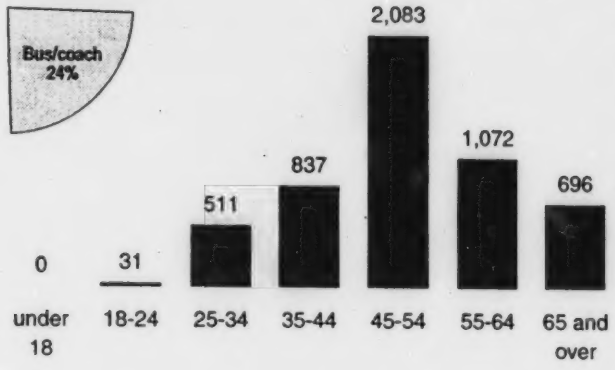
15% of Chief Wage Earners (CWE) estimated that the total annual income of the household they belonged to was between $80,000 and $99,999. The bar chart on the right shows the number of these CWEs in each age category. The pie chart on the right shows how visitors, who were part of a household with an income between $80,000 and $99,999, travelled within the Yukon.

Chief Wage Earner (CWE) Supplement - see page 46





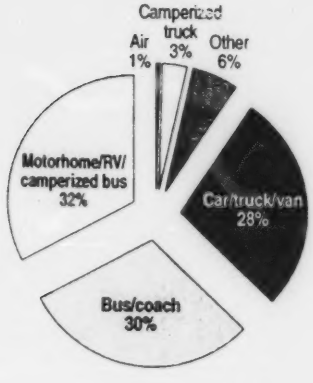


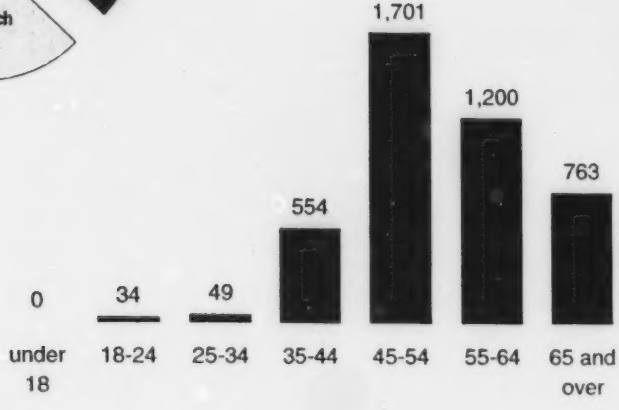


6 Income from $100,000 to $199,999

7% of Chief Wage Earners (CWEs) estimated that the total annual income of the household they belonged to was between $100,000 and $199,999. The bar chart on the left shows the number of these CWEs in each age category. The pie chart on the left shows how visitors, who were part of a household with an income between $100,000 and $199,999, travelled within the Yukon.

Chief Wage Earner (CWE) Supplement - see page 46





7 Income $200,000 or more

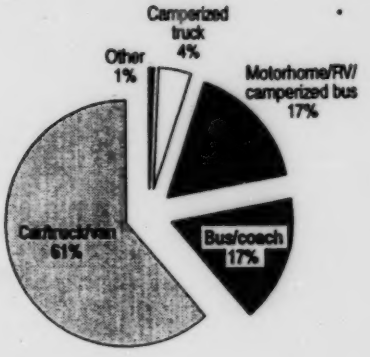
6% of Chief Wage Earners (CWEs) estimated that the total annual income of the household they belonged to was $200,000 or more. The bar chart on the left shows the number of these CWEs in each age category. The pie chart on the left shows how visitors, who were part of a household with an income of $200,000 or more, travelled within the Yukon.

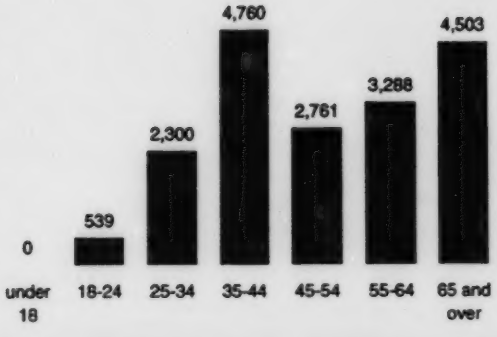
Chief Wage Earner (CWE) Supplement - see page 46

Income from $60,000 to $79,999 — 4

24% of Chief Wage Earners (CWE) estimated that the total annual income of the household they belonged to was between $60,000 and $79,999. The bar chart on the right shows the number of these CWEs in each age category. The pie chart on the right shows how visitors, who were part of a household with an income between $60,000 and

Chief Wage Earner (CWE) Supplement - see page 46

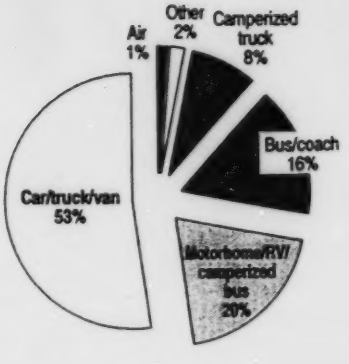


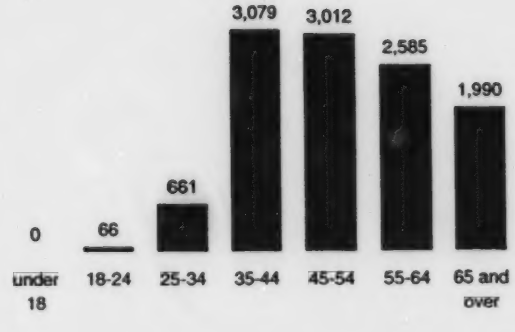


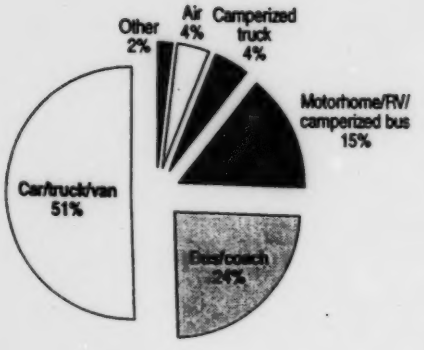
Income from $80,000 to $99,999 — 5

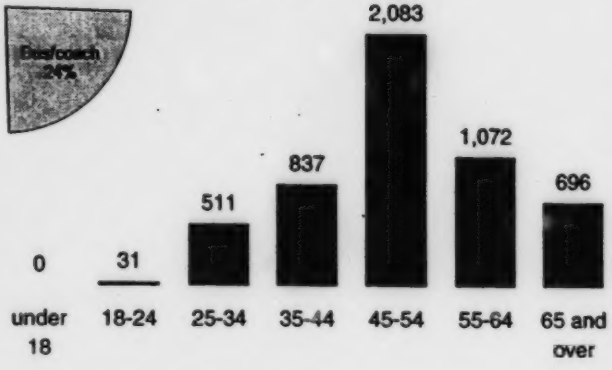
15% of Chief Wage Earners (CWE) estimated that the total annual income of the household they belonged to was between $80,000 and $99,999. The bar chart on the right shows the number of these CWEs in each age category. The pie chart on the right shows how visitors, who were part of a household with an income between $80,000 and $99,999, travelled within the Yukon.

Chief Wage Earner (CWE) Supplement - see page 46





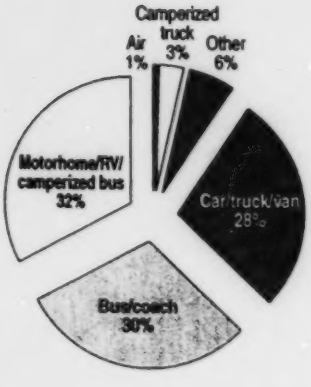


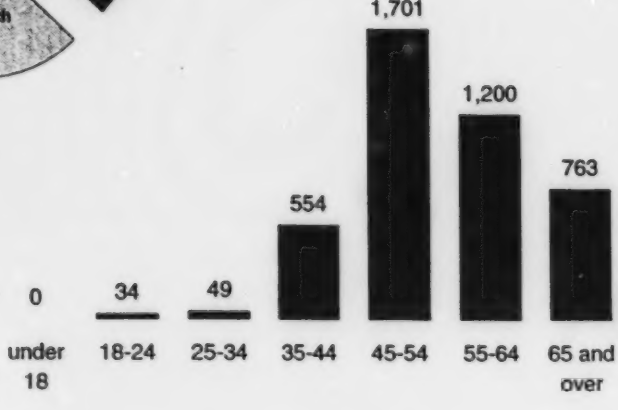


6 Income from $100,000 to $199,999

[illegible] Chief Wage Earners (CWEs) estimated that the total annual income of the household they belonged to was between $100,000 and $199,999. The bar chart on the left shows the number of these CWEs in each age category. The pie chart on the left shows how visitors who were part of a household with an income between $100,000 and $199,999 travelled within the Yukon.

Chief Wage Earner (CWE) Supplement - see page 46





7 Income $200,000 or more

6% of Chief Wage Earners (CWEs) estimated that the total annual income of the household they belonged to was $200,000 or more. The bar chart on the left shows the number of these CWEs in each age category. The pie chart on the left shows how visitors, who were part of a household with an income of $200,000 or more, travelled within the Yukon.

Chief Wage Earner (CWE) Supplement - see page 46

Travel Pathways

Information from the Visitor Exit Survey was also organized on the basis of travel pathways. There are five types of travel pathways:

1. One-way pathways: these are trips by visitors that are one way in direction only. Typically, these trips represent bus tours originating outside the Yukon and travelling to Alaska where they terminate. The visitors are then transported elsewhere and a new group of tourists take their place on the return trip.
2. Two-way pathways: the two-way pathway is more consistent with the generally held view of the visitor. These types of trips include those visitors who travel to the Yukon and Alaska and then return through the Yukon on their way home.
3. Border visit pathways: border visits are visitations to the Yukon primarily by bus or private vehicle. These trips include visitors who cross the Yukon border and then return to the same point of entry.

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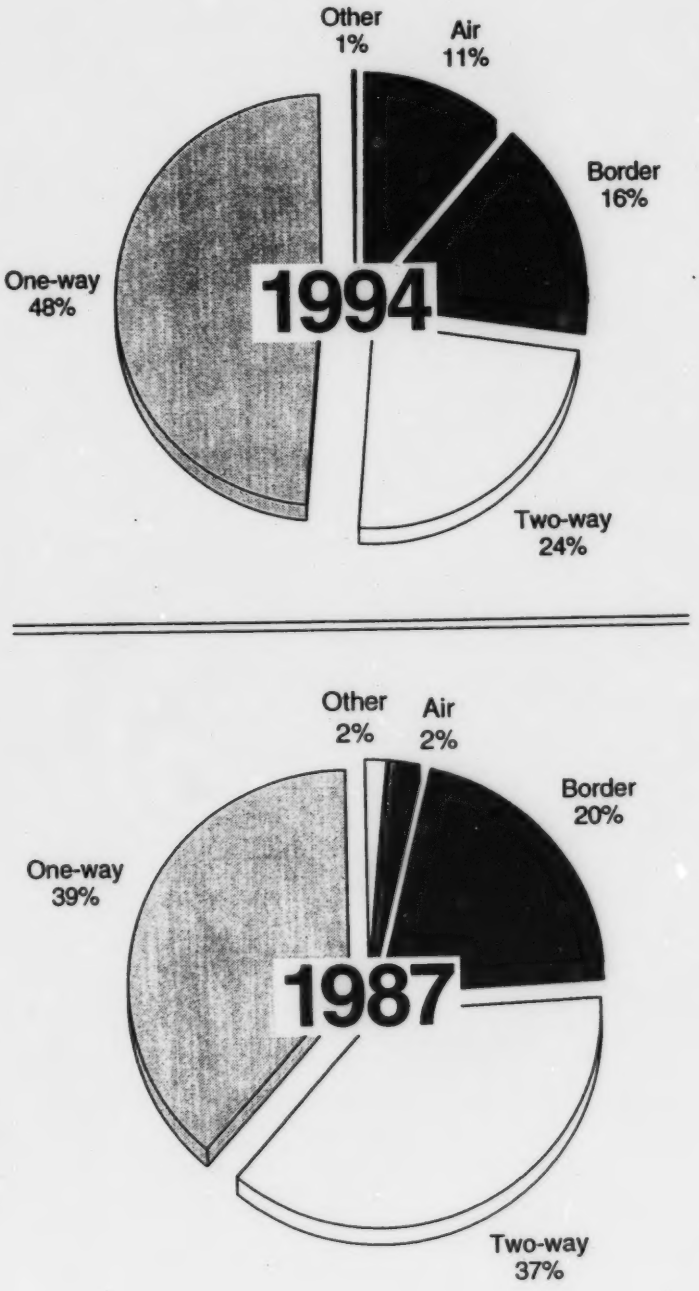
Pathway types: all visitors
1994 and 1987 comparison



Pathway types by origin: 1987 and 1994 comparison:

	1987			1994		
	Canada	U.S.A.	Over-seas	Canada	U.S.A.	Over-seas
		%			%	
Other	18	74	7	16.6	79.9	3.6
Air	47	30	22	47.7	15.2	37.1
Border	32	63	5	32.1	60.8	7.2
One-way	5	92	3	7.7	86.9	5.5
Two-Way	20	76	4	13.2	79.8	7.0
	→ = 100%			→ = 100%		

Pathways travelled by Canadian Visitors - 1994 *

Other	0.5%
Air	30.3%
Border	29.5%
One-way	21.4%
Two-way	18.3%
Total	100.0%

Pathways travelled by American Visitors - 1994 *

Other	0.6%
Air	2.3%
Border	13.3%
One-way	57.6%
Two-way	26.2%
Total	100.0%

Pathways travelled by Overseas Visitors - 1994 *

Other	0.2%
Air	42.6%
Border	11.9%
One-way	27.8%
Two-way	17.5%
Total	100.0%

** 1987 figures are not available*

(continued from previous page)

4. Motorcoach pathways: visitors who exited the Yukon by this pathway arrived by other means of travel and visited the Yukon for a variety of purposes. This type of pathway includes (e.g.) cruise ship passengers who travel by bus to the Yukon and then return to their place of origin by air. Also included in this type of pathway are 1) those visitors arriving in the Yukon by bus and then leaving by air, and 2) visitors, including business travellers, who drive through Watson Lake but return home by air out of Whitehorse.
5. Other pathways: this category includes a small number of visitor parties who left the Yukon by some means other than those already mentioned.

The table at the top shows for example that 22% of those visitors who exited the Yukon by air in 1987 were overseas visitors. In 1994 that percentage rose to 37.1%.

The tables below show the breakdown of travel pathways used by specific "origin" (Canadian, American or Overseas). For example, in 1994 30.3% of all Canadian visitors travelled exited "air". This compares to 2.3% for American visitors and 42.6% for Overseas visitors *(comparative figures for 1987 are not available).*

Survey question 11 - see page 40

Travel Pathways

Information from the Visitor Exit Survey was also organized on the basis of travel pathways. There are five types of travel pathways:

1. <u>One-way pathways:</u> these are trips by visitors that are one way in direction only. Typically, these trips represent bus tours originating outside the Yukon and travelling to Alaska where they terminate. The visitors are then transported elsewhere and a new group of tourists take their place on the return trip.
2. <u>Two-way pathways:</u> the two-way pathway is more consistent with the generally held view of the visitor. These types of trips include those visitors who travel to the Yukon and Alaska and then return through the Yukon on their way home.
3. <u>Border visit pathways:</u> border visits are visitations to the Yukon primarily by bus or private vehicle. These trips include visitors who cross the Yukon border and then return to the same point of entry.

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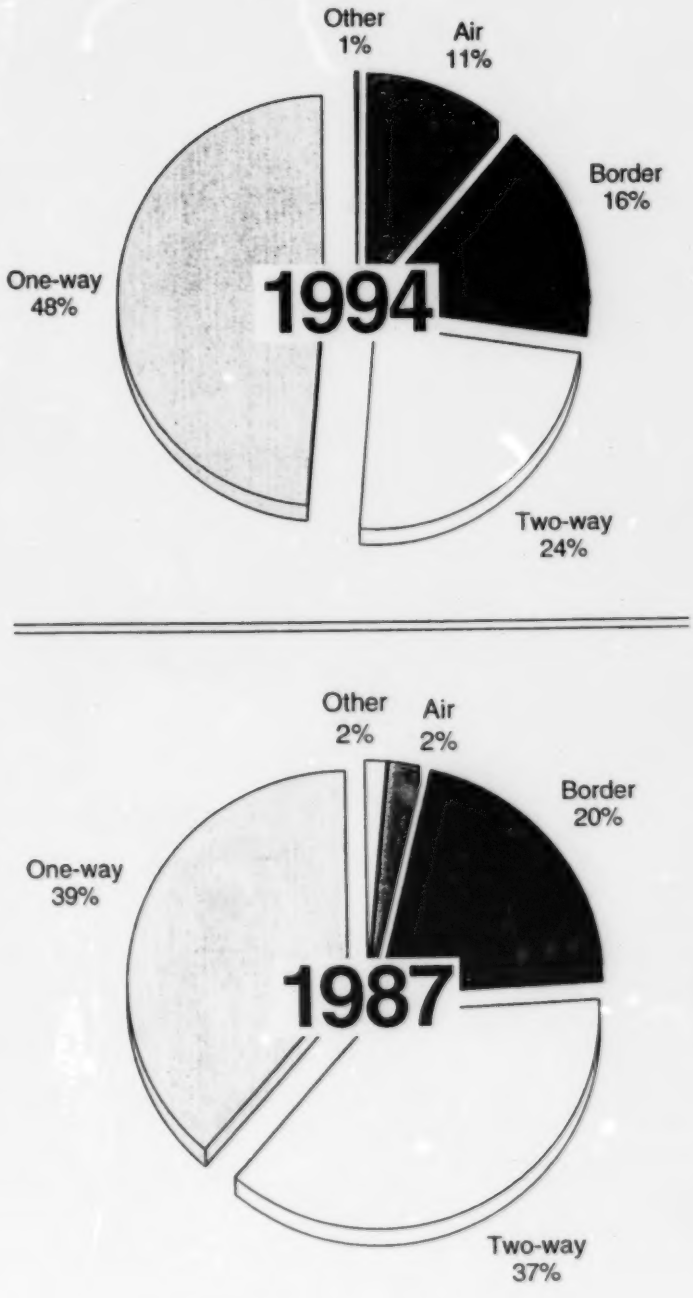
Pathway types: all visitors
1994 and 1987 comparison



Pathway types by origin: 1987 and 1994 comparison:

	1987			1994		
	Canada	U.S.A.	Over-seas	Canada	U.S.A.	Over-seas
		%			%	
Other	18	74	7	16.6	79.9	3.6
Air	47	30	22	47.7	15.2	37.1
Border	32	63	5	32.1	60.8	7.2
One-way	5	92	3	7.7	86.9	5.5
Two-Way	20	76	4 = 100%	13.2	79.8	7.0 = 100%

Pathways travelled by Canadian Visitors - 1994 *

Other	0.5%
Air	30.3%
Border	29.5%
One-way	21.4%
Two-way	18.3%
Total	100.0%

Pathways travelled by American Visitors - 1994 *

Other	0.6%
Air	2.3%
Border	13.3%
One-way	57.6%
Two-way	26.2%
Total	100.0%

Pathways travelled by Overseas Visitors - 1994 *

Other	0.2%
Air	42.6%
Border	11.9%
One-way	27.8%
Two-way	17.5%
Total	100.0%

** 1987 figures are not available*

... continued from previous page

4. **Air departure pathways:** visitors who exited the Yukon by air may have arrived by other means of travel and visited the Yukon for a variety of purposes. This type of pathway includes ferry/cruise ship passengers who travel by bus to the Yukon and then return to their place of origin by air. Also included in this type of pathway are 1) those visitors arriving in the Yukon by bus and then leaving by air and, 2) visitors, including business travellers, who drive through Watson Lake but return home by air out of Whitehorse.
5. **Other pathways:** this category includes a small number of visitor parties who left the Yukon by some means other than those already mentioned.

The table at the top shows for example that 22% of those visitors who exited the Yukon by air in 1987 were overseas visitors. In 1994 that percentage rose to 37.1%.

The tables below show the breakdown of travel pathways used by specific "origin" (Canadian, American or Overseas). For example, in 1994 30.3% of all Canadian visitors travelled exited "air". This compares to 2.3% for American visitors and 42.6% for Overseas visitors *(comparative figures for 1987 are not available).*

Survey question 11 - see page 40

Appendix 1

1994 Yukon Visitor Exit Survey

Main Questionnare

1994 Yukon Visitor Exit Survey

Supervisor check: _____

Nº 000001

A. Screen Sheet

■ **Site:** 1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21

■ **Date:** ____ 5 6 7 8 9
day *month*

■ **Stint:** 1 morning
2 afternoon
3 evening

■ **Weather:** 1 clear
2 cloudy
3 overcast
4 rain/snow
5 variable

Interviewer Initials: _____

■ **Highway:**
Vehicle type:
- ☐ Car/truck/van
- ☐ Camperized truck/van
- ☐ Motorhome/R.V./Converted bus
- ☐ Other: _____

Rental: ☐ Yes ☐ No

■ **Bus/Coach (Independent/Charter):**
Hotel name: _____
Company or
Carrier: _____

■ **Regularly Scheduled Air/Bus:**
Carrier: _____

No.: _____

Refusal: _____

_____

_____

Notes: _____

_____

_____

Hello, I'm _____ from Tourism Yukon.

We are surveying tourists leaving the Yukon to enable the Yukon Government and the tourism industry to better serve visitors to our territory.

This will take about 15 minutes of your time.

Highway only

S.1 Are you a visitor to the Yukon?

☐ Yes

└ **Are you exiting the Yukon for the last time on this trip?**

☐ Yes *(interview)* ☐ No

☐ No Is anyone else in this vehicle a visitor to the Yukon?

☐ Yes ☐ No *(End)*

└ Are you exiting the Yukon for the last time on this trip?

☐ Yes *(interview visitor)* ☐ No *(End)*

Air/Bus

S.1 Are you a visitor to the Yukon?

☐ Yes ☐ No *(End)*

└ **Are you exiting the Yukon for the last time on this trip?**

☐ Yes *(interview)* ☐ No *(End)*

Section 1

■ 1. **Including yourself, how many people are travelling in your immediate travel party *(sharing expenses, experiences, or decisions)*?**
____ persons

■ 2. **How many people in your immediate travel party are in each of these age categories?**

	<12	12-17	18-24	25-34	35-44	45-54	55-64	65+
Male	____	____	____	____	____	____	____	____
Female	____	____	____	____	____	____	____	____

■ 3. **How many different households are represented in your immediate travel party?**
____ households

■ 4. **What country are you from?**
❑ Canada: Province:_____ Postal Code:_____ ❑ Don't know
❑ U.S.A. State:_____ Zip Code:_____ ❑ Don't know
❑ Other Country:_____

■ 5. **Which of the following reasons best describes the primary purpose of this trip?**
(Select only one - interviewer probe)

■ BUSINESS
- ❑ Corporate Business
- ❑ Government Business
- ❑ Business Incentive Travel
- ❑ Conventions/Conferences
- ❑ Other (specify):_____

or

■ PLEASURE
- ❑ Vacation/Holiday
- ❑ Visiting friends/relatives
- ❑ Participating in or attending sports events
- ❑ Attending arts and/or cultural events
- ❑ Outdoor/wilderness activities
- ❑ Other (specify):_____

■ 6. **What was your main destination on this trip?**
- ❑ Yukon – where in the Yukon?_____
- ❑ Alaska
- ❑ N.W.T.
- ❑ Other (specify):_____

Section 2

■ 7. **Would you describe this trip as a ...**
- ❑ **Prepaid package trip *(prepaid accommodation and transportation)*?**
  - **Was it purchased directly from a Yukon business?**
    - ❑ Yes ❑ No ❑ Don't know
- ❑ **Independent travel, that is, planned on your own?**

■ 8. **Did you purchase any sight-seeing or side trips while in the Yukon?**
- ❑ Yes
  - **What were they?**_____
- ❑ No

■ 9. **In which of the following activities did you or someone in your household participate while in the Yukon?**
- ❑ **visiting with friends and relatives?**
- ❑ **visiting a museum?**
- ❑ **guided tours?**
- ❑ **visiting attractions?**
- ❑ **hunting?**
- ❑ **fishing?**
- ❑ **gambling?**
- ❑ **arts and cultural events *(including festivals)*?**
- ❑ **sporting events/sporting activities?**
- ❑ **outdoor/wilderness activities? *(do not read)***
  - ❑ Canoeing
  - ❑ Mountain biking
  - ❑ Backpacking
  - ❑ Whitewater rafting
  - ❑ Horseback trail riding
  - ❑ Wildlife viewing
  - ❑ Guided hiking
  - ❑ other (specify):_____

■ *NONE, JUST TRAVELLING/PASSING THROUGH THE YUKON*

... Section 2 continued

■ 10. **Are you the chief wage earner in your household (the person contributing the greatest income)?**

- ☐ Yes *(go to 11)*
- ☐ No
  - **Is this individual available to answer some questions?**
    - ☐ Yes *(administer supplement)*
    - ☐ No *(select a proxy)*

Section 3

The next few questions are about your travel through the Yukon.

■ 11. I would like to trace on this map the route(s) you have travelled.

Interviewer Instruction:
Print "ENTER" where they *(HOUSEHOLD)* entered Yukon and "EXIT" where they ended their Yukon trip. Indicate with an "X" where they stayed the night and an (S) where stops were made along the way. Indicate with an -> or <- the direction of their travel.

(Remember to record air & river travel)

Section 3

■ 12. What type of accommodation did you mainly use while in the Yukon? *(do not read)*

- ❑ NONE
- ❑ Hotel/Motel
- ❑ Lodges/Camps/Cabins
- ❑ Homes of friends or family
- ❑ Government campground
  - └— Did you mainly tent? ❑ Yes ❑ No
- ❑ Commercial R.V. park or campground
  - └— Did you mainly tent? ❑ Yes ❑ No
- ❑ Bed & Breakfast
- ❑ Roadside/Pullout
- ❑ Other (specify): _____

■ 13. In total, how many nights have you been away from home? *(Interviewer: Please check Yukon nights on map)*

____ nights (if 0 go to question 15) ❑ Don't know

■ 14. How many of these nights did you spend ...

in the Yukon? _____ nights ❑ Don't know
Alaska? _____ nights ❑ Don't know
Other? _____ nights ❑ Don't know

* *Interviewer Note: Questions 13 & 14 should balance*

Section 4

■ 15. WHILE IN THE YUKON, what is your best estimate of the total expenditures by your HOUSEHOLD? PLEASE INCLUDE all spending in the Yukon whether paid for by cash, travellers cheque or credit card. Don't include any prepaid expenses or spending outside of the Yukon.

$_____ (Total)
└— Was it in: ❑ Canadian $? ❑ U.S. $? ❑ Other?: _____

15.1 How much was spent on the following ...

- ____ Transportation?
- ____ Accommodation?
- ____ Groceries and beverages?
- ____ Meals and refreshments in restaurants?
- ____ Outdoor/wilderness activities?
- ____ Entertainment and recreation? *(including arts & cultural events)*?
- ____ Yukon arts & crafts?
- ____ Shopping and other souvenirs?
- ____ Other expenses?

15.2 Does your total include the following ...

❑ Yes	❑ No	Transportation?
❑ Yes	❑ No	Accommodation?
❑ Yes	❑ No	Groceries and beverages?
❑ Yes	❑ No	Meals and refreshments in restaurants?
❑ Yes	❑ No	Outdoor/wilderness activities?
❑ Yes	❑ No	Entertainment and recreation? *(including arts & cultural events)*?
❑ Yes	❑ No	Yukon arts & crafts?
❑ Yes	❑ No	Shopping and other souvenirs?
❑ Yes	❑ No	Other expenses?

... Section 4 continued

■ 16. **What was your main mode of transportation WHILE IN THE YUKON?** ***(mark only one)***

- ☐ Air
- ☐ Bus/Coach
- ☐ Car/Truck/Van
- ☐ Motorhome/R.V./Converted Bus
- ☐ Camper/Cut-a-Way/Van
- ☐ Other: _____

Was it a rental vehicle? ☐ Yes ☐ No

Section 5

The next few questions are about tourist information.

■ 17. **Did you request a copy of the 1994 Yukon Vacation Guide?**

- ☐ Yes
  - └ **Did you receive a copy?** ☐ Yes ☐ No ☐ Don't know
- ☐ No

■ 18. **What sources of information did you use when PLANNING your visit to the Yukon?** ***(don't read)***

- ☐ NONE
- ☐ Word of mouth
- ☐ Travel Show
- ☐ Travel Agent
- ☐ Magazine Advertisement
- ☐ 1994 Yukon Vacation Guide
- ☐ Magazine/Newspaper Story
- ☐ Automobile Club
- ☐ Milepost
- ☐ other (specify): _____

■ 19. **What sources of information did you use DURING your trip through the Yukon?** ***(don't read)***

- ☐ NONE
- ☐ Word of mouth
- ☐ Visitor Reception Centre
- ☐ Milepost
- ☐ Yukon Gold Explorer's Passport
- ☐ 1994 Yukon Vacation Guide
- ☐ Brochures
- ☐ Yukon Community Map
- ☐ Yukon Newspaper, Visitor Supplement
- ☐ other (specify): _____

■ 20. **When did you decide to make this trip?**

19___ year _____ month ☐ Don't know

■ 21. **Briefly, why did you decide to visit the Yukon this year?**

_____

_____

_____

■ 22. **Have you visited the Yukon before?**

- ☐ Yes
- ☐ No
- ☐ Travelled through

■ 23. **Are you aware of the upcoming Klondike Gold Rush Centennial Events?**

- ☐ Yes
- ☐ No

■ 24. **Is there anything that would have encouraged you to stay longer in the Yukon?**

- ☐ Yes
  - └ **What was it?**

    _____

    _____

    _____
- ☐ No

■ 25. **Was your travel itinerary flexible enough to let you spend additional time in the Yukon had you wanted to?**

- ☐ Yes
- ☐ No
- ☐ Don't know

... Section 5 continued

■ **26. Overall, compared to other trips you have taken, how would you rate your visit to the Yukon?**

- ❑ **Excellent**
- ❑ **Good**
- ❑ **Average**
- ❑ **Fair**
- ❑ **Poor**

■ **27. Overall, do you feel you received value for your money?**

- ❑ Yes
- ❑ No
- ❑ Don't know

■ **28. Looking back on your trip, what was the single most positive thing about your visit to the Yukon?**

_____

_____

_____

_____

■ **29. What was the single most negative thing about your visit to the Yukon?**

_____

_____

_____

_____

*** INTERVIEWER: REMEMBER CHIEF WAGE EARNER SUPPLEMENT!**

Comments

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Thank you!

Appendix 2

1994 Yukon Visitor Exit Survey

Chief Wage Earner Supplement

Chief Wage Earner Supplement

The following questions refer specifically to the CHIEF WAGE EARNER (the person contributing the greatest income).

№ 002276

■ **A.1 What is your age?**
- ❑ under 18
- ❑ 18-24
- ❑ 25-34
- ❑ 35-44
- ❑ 45-54
- ❑ 55-64
- ❑ 65+

■ **A.2 Gender?**
- ❑ Male
- ❑ Female

■ **A.3 What is the highest level of education that you have completed?**
- ❑ no formal education
- ❑ Kindergarten to Grade 9
- ❑ Grade 10 to Grade 12
- ❑ Vocational/Technical school
- ❑ College/University
- ❑ Post Graduate University

■ **A.4 Are you ...**
- ❑ Employed
- ❑ Retired
- ❑ Not currently working (student, unemployed, or keeping house)

■ **A.5 What is/was your occupation *(we don't need to know the company name, just the type of job)*?**
occupation _____

■ **A.6 What is your best estimate of your TOTAL HOUSEHOLD income in 1993 before tax deductions. Please include income from tips, commissions, pension, interest, rents, and other types of income. Was it ...**
- ❑ under 20,000
- ❑ 20,000 to 39,999
- ❑ 40,000 to 59,999
- ❑ 60,000 to 79,999
- ❑ 80,000 to 99,999
- ❑ 100,000 to 199,999
- ❑ more than 200,000
  - **In what currency is this income?**
    - ❑ Canadian $
    - ❑ U.S. $
    - ❑ Other (specify): _____

■ **A.7 How many people, in your household, contributed to this income?**
____ persons

Yukon
Government

Appendix 3

1994 Yukon Visitor Exit Survey

Household Supplement

Household Supplement

Form No.: _____

The following questions may not specifically apply to your current Yukon experience. They are intended to help the Yukon tourism industry learn more about how you think about travelling and life in general. These questions are extremely helpful in designing promotional materials and travel products for visitors with different types of interests and attitudes which effect their travel preferences.

Feelings about travel

■ **A.1 Here are some statements describing how people might feel about vacation or pleasure travel. For each statement, please mark one box to show how you feel about vacation travel outside of your province or state. Do you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements?**

	Agree Strongly			Disagree Strongly
a) I like to have all my travel arrangements made before I start out on vacation.	☐	☐	☐	☐
b) I usually use a travel agent to help me decide where to go on vacation.	☐	☐	☐	☐
c) The Yukon presents many opportunities to rediscover myself.	☐	☐	☐	☐
d) There is Native or Indian culture to be experienced in the Yukon.	☐	☐	☐	☐
e) I enjoy visiting museums and historic sites.	☐	☐	☐	☐

Approaches to life

■ **A.2 Here are some general descriptions of how different people approach life. Please circle one number to show how each statement describes your approach to life on a scale from 1 to 7 where a "1" means you "Disagree totally" and a "7" means you "Agree completely".**

	Disagree Totally						Agree Completely
a) I consider myself more traditional than experimental.	1	2	3	4	5	6	7
b) It's more important to understand my inner self than it is to be financially successful.	1	2	3	4	5	6	7
c) I believe in paying whatever it costs to get the best quality I can.	1	2	3	4	5	6	7
d) I enjoy introducing a small element of risk and danger into my life.	1	2	3	4	5	6	7
e) Everything is changing too fast today.	1	2	3	4	5	6	7
f) I often do things on the spur of the moment.	1	2	3	4	5	6	7
g) I like to be in fashion.	1	2	3	4	5	6	7

Choice of destination

■ **A.3 Now please mark only one box to show how important the following items are when choosing a destination for a vacation trip outside of your province or state. Is it very important, somewhat important, not very important, or not at all important?**

	Very Important			Not at All Important
a) Travelling to places where I feel safe and secure.	☐	☐	☐	☐
b) Being daring and adventuresome.	☐	☐	☐	☐
c) Roughing it.	☐	☐	☐	☐
d) Feeling at home away from home.	☐	☐	☐	☐
e) Going to a true frontier where few people have ever visited.	☐	☐	☐	☐

Choosing a destination

■ **A.4 When choosing a destination for a vacation trip outside your province or state, there are a number of things you can consider. Please mark only one box to show how appealing the following are to you in a vacation. Are they very appealing, somewhat appealing, not very appealing, or not at all appealing?**

	Very Appealing			Not at All Appealing
a) Night life and entertainment (bars, clubs, dancing).	☐	☐	☐	☐
b) Unique local cuisine.	☐	☐	☐	☐
c) Gaming/gambling opportunities.	☐	☐	☐	☐
d) Warm and sunny climate.	☐	☐	☐	☐
e) Hunting.	☐	☐	☐	☐
f) Hiking in the mountains.	☐	☐	☐	☐
g) Experiencing an Arctic winter.	☐	☐	☐	☐
h) National parks and forests.	☐	☐	☐	☐
i) R.V. parks.	☐	☐	☐	☐
j) Golfing.	☐	☐	☐	☐
k) A chance to see wildlife and birds I don't usually see.	☐	☐	☐	☐
l) Water sports such as canoeing and white water rafting.	☐	☐	☐	☐
m) Historical sites of interest.	☐	☐	☐	☐
n) Fishing.	☐	☐	☐	☐
o) Native or Indian culture.	☐	☐	☐	☐
p) Museums or art galleries.	☐	☐	☐	☐
q) Wilderness and undisturbed nature.	☐	☐	☐	☐
r) Environmentally conscious culture or society.	☐	☐	☐	☐

■ **A.5** What is your age?

- ☐ under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

■ **A.6** Gender

- ☐ Male
- ☐ Female

THANK YOU!

Yukon Government

Appendix 4

1994 Yukon Visitor Exit Survey

Psychographic Segmentation Groups

Psychographic Segmentation Groups

In 1991 the Yukon Department of Tourism conducted a Psychographic Segmentation Study. This study was designed to provide an understanding of the entire travel market so that future growth segments could be identified. Market segments currently visiting the Yukon were defined as well as those segments with the greatest potential to visit the Yukon. The definitions went beyond the demographic information and provided the following information about visitors:

- how visitors relate to vacation travel in general;
- how visitors currently perceive the Yukon as a vacation destination;
- and how they relate to the world in general (i.e., their values and attitudes about life).

Essentially, a questionnaire was used to collect data in the specific areas of:

- general approach to life;
- travel philosophy;
- travel benefits sought;
- travel products desired;
- travel behaviour in the past;
- demographics (age, gender, nationality, etc.)
- perceptions of the Yukon;
- familiarity with the Yukon;
- and attraction to the Yukon.

This information was then put through a cluster analysis where groups that were distinctive from one another, and yet relatively homogeneous within themselves, were uncovered.

A total of 1,500 interviews were conducted. With a sample of this size, we can say with 95% certainty that the survey results were accurate within "+" or "-" 2.5%. It is very important to note that this study was completed only with "travellers', defined as those who had taken a pleasure trip for 4 nights or longer to a destination outside their state or province within the last three years. Therefore, these people were not the same as the population at large.

Earthy Explorers

- Like to explore both inwards and outwards.
- More interested in learning about their inner selves than pursuing wealth.
- They are independent, don't emulate others and don't care to be in fashion.
- On vacation, they want a back-to-nature experience and the chance to immerse themselves in local culture.
- They are interested in opportunities to experience native culture in a realistic, non-tourist attraction way.
- This group consciously avoids destinations frequented by other tourists.
- They do their own (extensive research on destinations and do *not* use travel agents.
- They dislike guided tours intensely.
- They do not mind hassles in getting to their destination, feel comfortable around people speaking another language and do not believe in paying for luxuries.
- They want to seek and discover the unexpected and are quite willing to "rough it" to do so.
- They would rather hike than climb a mountain.
- This is the group most attracted to the Yukon for a vacation.

Pampered Sunseekers

- The Pampered Sunseeker likes to be in control. They do not do things on the spur of the moment, and they intensely dislike risk.
- As the name "pampered" suggests, this is the group who most strongly believes that paying for luxury extras is worth it.
- It is very important for members of this group to be "in fashion", and feeling like part of a group is also very important. One gets the feeling that they are somewhat self-conscious.
- They believe that financial success is more important than understanding the inner-self.
- They want their travel to be hassle-free. They do not mind travelling a great distance, but they want to have all of the arrangements made before they leave and they want to go directly to their destination. Once they arrive, they want to stay put.
- They like to go to popular vacation destinations which feature all the amenities - they do not want to go to places few other tourists have been.
- Because they seek a hassle-free travel experience, the Pampered Sunseeker will buy a package vacation. They do not, however, take guided tours. Once they get to their destination, they will look after themselves.
- More than any other group, the Pampered Sunseeker seeks advice and counsel from travel agents.
- Because they are not introspective, they have no desire to get in touch with themselves on a holiday, nor challenge themselves in anyway.

... continued

- Because they are risk averse, they have no desire to be "daring and adventuresome" and they are more concerned about safety and security on their vacation than any other group. so
- They are luxury-oriented. Returning to a simpler life-style or roughing it holds no appeal for this group.
- The Pampered Sunseeker wants a warm sunny cliamte and first class hotels. Nightlife and entertainment are also important.
- Members of this group shun nature.
- Rugged sports such as mountain climbing, dog sledding or even skiing are right out with this group. Neither is this group interested in historical sites, native culture or museums.
- Members of this group are fairly frequent travellers, taking an average of two trips a year for each of the past three years. Two segments (Earthy Explorers, Style conscious Adventurers) spend more than the Pamepred Sunseekers while on vacation.
- Destinations such as Mexico, the Caribbean and Hawaii appeal most to these travellers.

Style Conscious Adventurers

- They live life on the edge, enjoying risk, danger and change in their lives.
- Consider themselves more experimental than traditional.
- Trendsetters who like to be the first to adopt a fashionable trend and model it to their friends.
- Consider themselves leaders who others look to for advice.
- Pursue material goals rather than gain a deep understanding of themselves.
- Seek variety in destinations, travel frequently, will travel far and tolerate some inconvenience en-route.
- Rely on friends and travel agents for information about destinations.
- They will tolerate rough conditions, but not as much as Earthy Explorers or Organized Neighbourhood Outdoors Folks.
- Want physically demanding sports - mountain climbing, water sports, skiing and hiking.
- Nightlife and entertainment is important.
- Not into museums or historic sites.
- Spend the most on vacations ($1,803), travel widely, want "exotic" vacations and are most likely to have visited Alaska of any segment.

Organized Neighbourhood Outdoors Folk

- They are emulators and group belongers. They take their cues from watching other more successful people.

... continued

- They have a lot of regrets in their lives, and would do things differently if they could live their lives over again.
- They enjoy hunting and fishing. They are most likely to use campgrounds and R.V. parks. It is these interests that give this segment the name "Outdoors Folk".
- Like to have their travel arrangements looked after for them. Of all the segments, this group likes guided tours the best. They consult with travel agents and book package tours. This is why we have labelled them "Organized".
- Rely on the advice of travel agents and the recommendations of friends and family. They do not use much printed information.
- Do not like to travel very far on their holidays (hence the appellation "Neighbourhood"). They also like to travel straight to their destination, without stopping for side trips
- They have an interest in outdoor activities and getting off the beaten track. Do not like to go to places frequented by a lot of other tourists.
- They like to get away and do nothing at all. They need some time to reflect on life.
- Roughing it and getting back to a simpler lifestyle is appealing.
- Visiting friends and relatives is more important for this group than for any other.
- More than any other segment, the idea of dog sledding or experiencing an Arctic winter appeals to this group.
- They are most likely to express an interest in gaming and gambling. They are also moderately interested in nightlife and entertainment.
- This is the least widely travelled segment, however, they dream about travelling. They are more likely than other more experienced travellers to rate exotic destinations like Eastern Europe, South America, Africa, the Far East, and Australia as appealing.

Heritage Homebodies

- Highly traditional in their outlook. The pace of change in today's society worries them.
- They are not concerned about being "in fashion" nor do they feel that they themselves have a unique sense of style.
- They are uncomfortable with risk and consequently like to plan well in advance.
- Heritage Homebodies travel often by car. Indeed they are the only segment who is just as likely to travel by car as they are by plane. This means that they do not use travel agents.
- When they are planning a trip, they consult family and friends. While only a small number do so, members of this group are more likely than others to seek information from government tourism offices.
- Homebodies look for value in a vacation. They do not believe that it is worth paying more for luxuries.
- Members of this group are most content to return to the same destinations for their holidays.

... continued

- Their vacations are family times. Family is more important to this segment than to any other.
- Because they are risk averse, Heritage Homebodies are not at all interested in being daring and adventuresome, nor do they look for thrills and excitement. Roughing it holds no appeal for this group.
- They are interested in historic sites, shopping for local crafts, small towns and villages, museums, outstanding scenery, national parks (but not wilderness) and look especially for activities geared towards the whole family.
- This group is not at all interested in nightlife, nor gaming and gambling. And they will not take part in outdoors or sports activities. Things like mountain climbing, dog sledding or skiing are definitely not on their agendas.
- They seek low budget accommodations and display some interest in R.V. parks.
- Compared to other segments, the Heritage Homebodies have taken the fewest trips in the past three years (4.7). On their last vacation, they spent less than any other segment ($1,096 per person).
- This is the only segment where a majority report travelling by car, bus or camper. Other segments fly.
- They need to stay close to home and be in familiar surroundings. It is not surprising to learn that the majority of the past trips this group has taken have been to destinations inside the United States and Canada. The only off-shore destinations they are likely to have visited are Western Europe and Hawaii. Exotic or far away destinations do not appeal to this group.

Appendix 5

Yukon Visitor Exit Survey

1994 compared to 1987

"at a glance"

1987

Total visitors = 193,700
Households = 108,470
Visitor parties = 88,500
Average party size = 2.2

1994

Total visitors = 206,800
Households = 122,300
Visitor parties = 88,100
Average party size = 2.3

** total visitors*
** households*
** parties*
** average party size*

1987

Total visitors = 193,700
Female = 95,790 (49.7%)
Male = 96,950 (50.3%)

1994

Total visitors = 206,800
Female = 101,605 (49.2%)
Male = 104,850 (50.8%)

** gender breakdow*
(please note that the figures do not add up t the totals since some surveys were missing th information)

1987

	% of all visitors
<15 years of age	8.4%
15 - 19	2.7%
20 - 29	8.5%
30 - 39	10.6%
40 - 49	11.4%
50 - 59	14.9%
60 - 65	17.2%
66 - 69	12.4%
70 - 74	9.9%
75+	4.1%

1994

Age categories	Women	Men
< 12	6.8%	7.5%
12 - 17	3.7%	4.1%
18 - 24	7.7%	6.2%
25 - 34	9.6%	12.7%
35 - 44	11.9%	14.8%
45 - 54	16.3%	15.8%
55 - 64	20.4%	17.0%
65+	23.5%	22.0%

** age breakdown*

1987

Total parties = 88,500
from Canada = 17.3%
from U.S.A. = 73.1%
from overseas = 9.6%

1994

Total parties = 88,100
from Canada = 17%
from U.S.A. = 79%
from overseas = 4%

** origin*

1987

Total visitors = 193,700
Business = 9%
Pleasure = 86%
Both = 5%

1994

Total visitors = 206,800
Business = 13%
Pleasure = 87%

** purpose of trip*

1987

Total visitors = 166,580
vacation/holiday = 82%
visit friends/relatives = 4%
"other pleasure" = <1%

1994

Total visitors = 179,920
vacation/holiday = 71.7%
visit friends/relatives = 7.7%
"other pleasure" = 5.2%

** pleasure trip*

1987

Total parties = 88,500
Independent = 61%
"Package" trip = 37%

1994

Total parties = 88,100
Independent = 72%
"Package" trip = 28%

** travelling independently vs. travelling in a "packaged" trip*

1987

Total visitors = 193,700
Car/truck/van = 28.0%
Bus/coach = 35.0%
Motorhome/RV or camperized bus = 11.0%
Camperized truck = 19.0%
Air = 6.0%

1994

Total parties = 88,100
Car/truck/van = 50.4%
Bus/coach = 24.0%
Motorhome/RV or camperized bus = 15.9%
Camperized truck = 5.7%
Air = 1.2%

** mode of travel within the Yukon*

1987

Total visitors = 193,700
Households = 108,470
Visitor parties = 88,500
Average party size = 2.2

1994

Total visitors = 206,800
Households = 122,300
Visitor parties = 88,100
Average party size = 2.3

* *total visitors*
* *households*
* *parties*
* *average party size*

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Total visitors = 193,700
Female = 95,790 (49.7%)
Male = 96,950 (50.3%)

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* *gender breakdow*
(please note that the figures do not add up t the totals since some surveys were missing t information)

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50 - 59	14.9%
60 - 65	17.2%
66 - 69	12.4%
70 - 74	9.9%
75+	4.1%

1994

Age categories	Women	Men
< 12	6.8%	7.5%
12 - 17	3.7%	4.1%
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25 - 34	9.6%	12.7%
35 - 44	11.9%	14.8%
45 - 54	16.3%	15.8%
55 - 64	20.4%	17.0%
65+	23.5%	22.0%

* *age breakdown*

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Camperized truck = 5.7%
Air = 1.2%

** mode of travel within the Yukon*

M121

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1987

Total parties = 88,500
0 nights = 12.4%
1 to 3 nights = 26.8%
4 to 6 nights = 44.1%
7 to 14 nights = 12.8%
15 or more nights = 3.8%

1994

Total parties = 88,100
<1 day = 0.3%
1 to 2 days = 47.1%
3 to 5 days = 34.1%
6 to 7 days = 7%
8 to 14 days = 7.5%
more than 14 days = 4%

* length of stay

1987
4.3 nights

1994
4.5 nights

* average length of stay

1987
$37,287,000

1994
$46,739,000

* total visitor spending (1987 figure not adjusted for inflation)

1987
$46,490,000

1994
$46,739,000

* total visitor spending (1987 figure adjusted for inflation)

1987
$410

1994
$315

* typical amount spent by each visitor party (1987 figure not adjusted for inflation)

1987
$511

1994
$315

* typical amount spent by each visitor party (1987 figure adjusted for inflation)

1987

$100 or more = 12%
$76 to $100 = 18%
$51 to $75 = 24%
$26 to $50 =23%
$25 or less = 24%

1994

$100 or more = 63.5%
$76 to $100 = 12.5%
$51 to $75 = 9.6%
$26 to $50 = 7.5%
$25 or less = 3.8%
nothing = 3.1%

** visitor party expenditure per night*

1987

$66

1994

$65

** expenditure per person per night (1987 figure not adjusted for inflation)*

1987

$82

1994

$65

** expenditure per person per night (1987 figure adjusted for inflation)*

1987

Total spending = $37,287,000
* car/truck/van = $10,067,545 (27% of total)
* bus/coach = $8,709,527 (23%)
* motorhome/R.V./ converted bus = $4,132,406 (11%)
* camperized truck/van = $8,179,642 (22%)
* air = $6,078,046 (16%)
* "other" means of travel = $120,245 (<1%)

1994

Total spending = $46,739,000
* car/truck/van = $20,347,400 (43.5% of total)
* bus/coach = $8,948,600 (19.1%)
* motorhome/R.V./ converted bus = $7,754,900 (16.6%)
* "other" means of travel = $6,377,700 (13.6%)
* camperized truck/van = $2,008,400 (4.3%)
* air = $1,042,800 (2.2%)

** expenditures by mode of travel*

1987

A "typical expenditure of $100
* $33 was spent on "transportation"
* $25 was spent on "accommodation"
* $15 was spent in "restaurants"
* $10 was spent on "groceries"
* $9 was spent on "shopping/souvenirs"
* $6 was spent on "entertainment & recreation"
* $2 was spent on "other" expenses

1994

A "typical expenditure of $100
* $30 was spent on "transportation"
* $29 was spent on "accommodation"
* $18 was spent in "restaurants"
* $9 was spent on "groceries"
* $6 was spent on "shopping/souvenirs"
* $3 was spent on "entertainment & recreation"
* $2 was spent on "Yukon arts and crafts"
* $2 was spent on "other" expenses
* $1 was spent on "outdoor/wilderness activities"

** how was a "typical" $100 spent?*

1987

Total parties = 88,500
0 nights = 12.4%
1 to 3 nights = 26.8%
4 to 6 nights = 44.1%
7 to 14 nights = 12.8%
15 or more nights = 3.8%

1994

Total parties = 88,100
<1 day = 0.3%
1 to 2 days = 47.1%
3 to 5 days = 34.1%
6 to 7 days = 7%
8 to 14 days = 7.5%
more than 14 days = 4%

**** length of stay***

1987
4.3 nights

1994
4.5 nights

**** average length of stay***

1987
$37,287,000

1994
$46,739,000

**** total visitor spending (1987 figure not adjusted for inflation)***

1987
$46,490,000

1994
$46,739,000

**** total visitor spending (1987 figure adjusted for inflation)***

1987
$410

1994
$315

**** typical amount spent by each visitor party (1987 figure not adjusted for inflation)***

1987
$511

1994
$315

**** typical amount spent by each visitor party (1987 figure adjusted for inflation)***

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$100 or more = 12%
$76 to $100 = 18%
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$25 or less = 24%

1994

$100 or more = 63.5%
$76 to $100 = 12.5%
$51 to $75 = 9.6%
$26 to $50 = 7.5%
$25 or less = 3.8%
nothing = 3.1%

* *visitor party expenditure per night*

1987

$66

1994

$65

* *expenditure per person per night (1987 figure not adjusted for inflation)*

1987

$82

1994

$65

* *expenditure per person per night (1987 figure adjusted for inflation)*

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* *expenditures by mode of travel*

1987

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- $2 was spent on "Yukon arts and crafts"
- $2 was spent on "other" expenses
- $1 was spent on "outdoor/wilderness activities"

* *how was a "typical" $100 spent?*

1987

In 1987 of all responses to the question:

- 24% said "Other"
- 21% said "Travel agent"
- 13% said "from the Yukon Government"
- 12% said "Auto club"
- 10% said "word-of-mouth"
- 8% said "a newspaper or magazine ad"
- 7% said "Chamber of Commerce"
- 3% said the "Yukon Pavilion at Expo '86"
- 1% said a "Travel show"

1994

In 1994 of all responses to the question:

- 30% were "Other"
- 18% were "The Milepost"
- 13% were "Travel agent"
- 10% were "word-of-mouth"
- 10% said "None"
- 7% said "Automobile club"
- 7% said "Vacation Guide"
- 2% said "Magazine/newspaper story"
- 2% said "Magazine advertisement"
- 1% said a "Travel show"

**** sources of information used to plan the trip***

1987

In 1987 of all responses to the question:

- 62% said "from the Yukon Government"
- 19% said "word-of-mouth"
- 14% said "other sources"
- 2% said "Chamber of Commerce"
- 2% said "Travel agent"
- 1% was a "Travel show"

1994

In 1994 of all responses to the question:

- 24% said "Other"
- 17% said "The Milepost"
- 15% said "Visitor Reception Centre"
- 13% said "Brochures"
- 10% said "Yukon community map"
- 9% said "None"
- 6% said "1994 Vacation Guide"
- 5% said "word-of-mouth"
- 1% said "Yukon newspaper/visitor supplement"
- <1% said "Yukon Gold Explorer Passport"

**** sources of information used during the trip***

1987

- 12%: less than 1 month before trip
- 19.4%: 3 to 5 months before trip
- 24.6%: 6 to 12 months before trip
- 32.7%: 13 to 24 months before trip
- 4.5%: more than 24 months before trip

1994

- 13%: July to Sept. 1994
- 27% : April to June 1994
- 21%: Jan. to March 1994
- 24% : July to Dec. 1993
- 8%: Jan. to June 1993
- 1%: July to Dec. 1992
- 2%: Jan. to June 1992
- 3%: 1990 or before

**** when was the decision made to visit the Yukon?***

1987

- 2%: air
- 20%: border
- 37%: two-way
- 39%: one-way
- 2%: other

1994

- 11%: air
- 16% : border
- 24%: two-way
- 48% : one-way
- 1%: other

**** travel pathways***

1987

	Canada	U.S.A.	Over-seas
		%	
Other	18	74	7
Air	47	30	22
Border	32	63	5
One-way	5	92	3
Two-Way	20	76	4

→ = 100%

1994

	Canada	U.S.A.	Over-seas
		%	
Other	16.6	79.9	3.6
Air	47.7	15.2	37.1
Border	32.1	60.8	7.2
One-way	7.7	86.9	5.5
Two-Way	13.2	79.8	7.0

→ = 100%

* sources of information used to plan the trip

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- 62% said "from the Yukon Government"
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- 1% said "Yukon newspaper/visitor supplement"
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* when was the decision made to visit the Yukon?

1987

- 12%: less than 1 month before trip
- 19.4%: 3 to 5 months before trip
- 24.6%: 6 to 12 months before trip
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Other	18	74	7
Air	47	30	22
Border	32	63	5
One-way	5	92	3
Two-Way	20	76	4
	→ = 100%		

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Other	16.6	79.9	3.6
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Two-Way	13.2	79.8	7.0
	→ = 100%		

Appendix 6

Yukon Visitor Exit Survey

Traffic Flow Maps

Pathway Volumes

The following Yukon maps show the routes or "pathways" used by visitors travelling Yukon highways during the time of the 1994 Yukon Visitor Exit Survey (June to September of 1994). The heavier and thicker a line is, the more visitor traffic there is on that particular route. Figures are printed along the lines which show the actual number of visitors travelling (in thousands) and the direction (W = West, E = East, N = North and S = South) in which they are travelling.

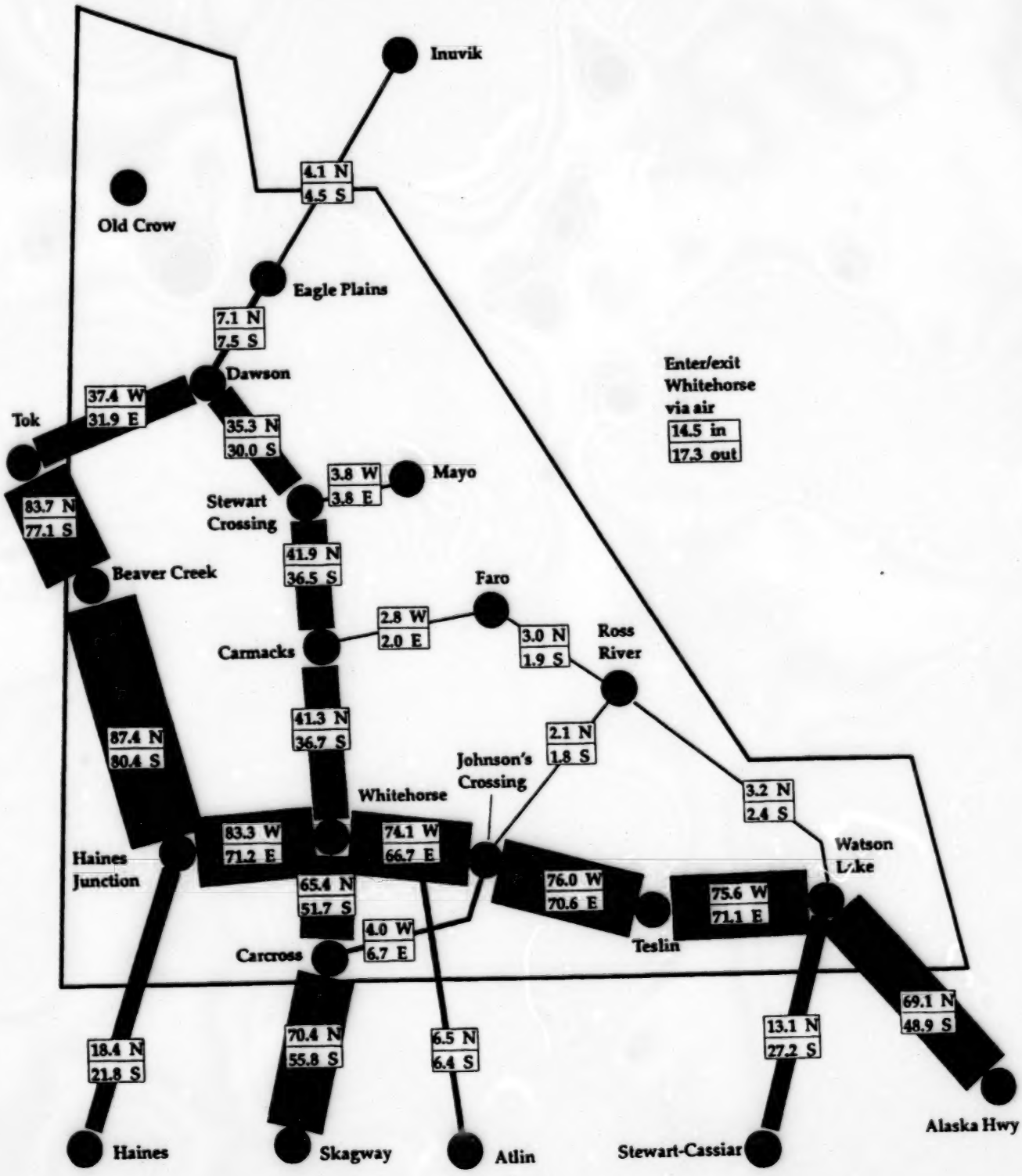
The first 4 Yukon maps show "Modes of travel within" the Yukon:

Map 1: All Visitors & all modes of travel
Map 2: Car, truck or van visitors
Map 3: Bus/coach visitors
Map 4: Motorhome, R.V. and camperized vehicle visitors

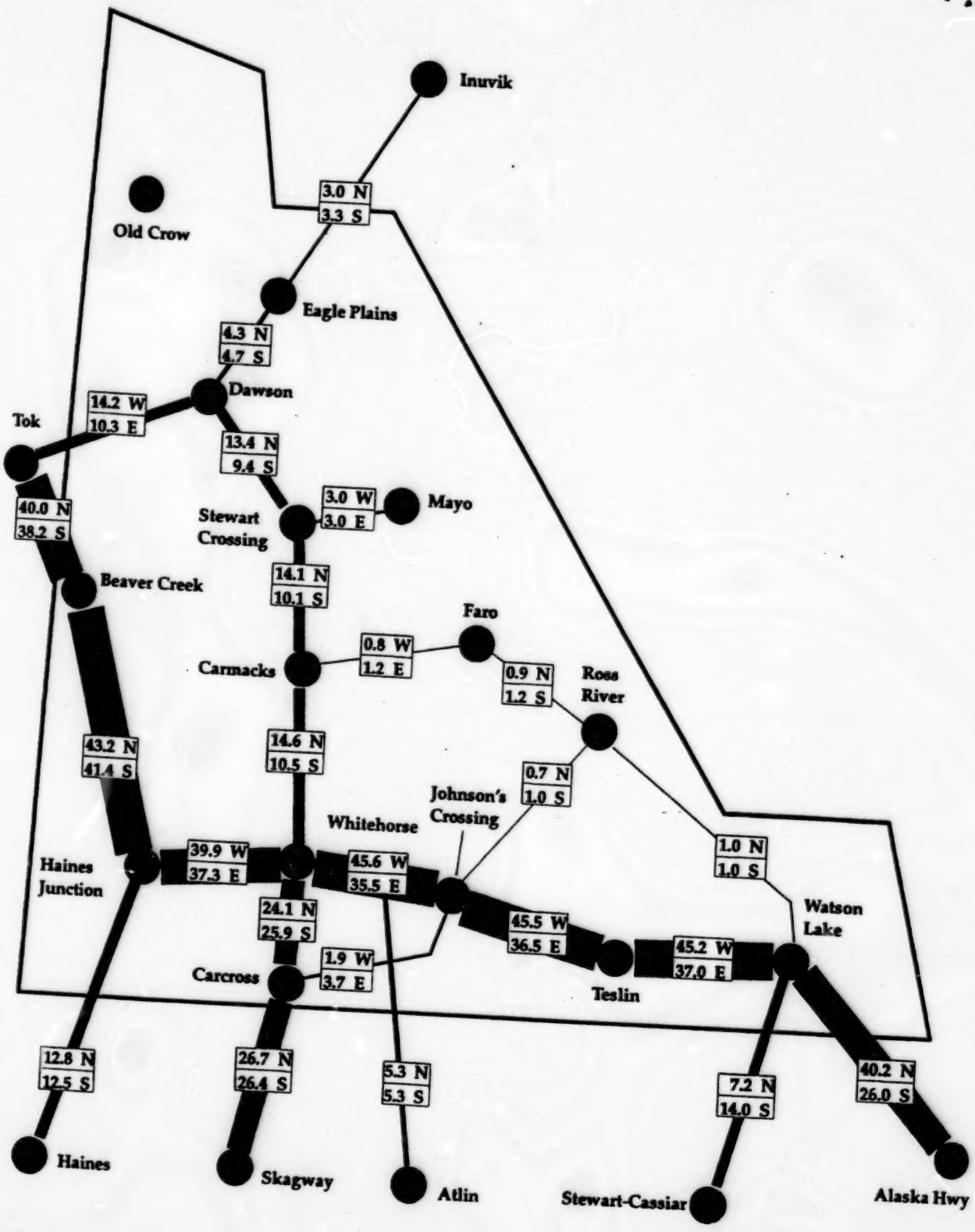
The next 4 Yukon maps show the "Mode of last exit" from the Yukon, including exit by "air" (map 8):

Map 5: Car, truck or van visitors
Map 6: Bus/coach visitors
Map 7: Motorhome, R.V. and camperized vehicle visitors
Map 8: Air visitors

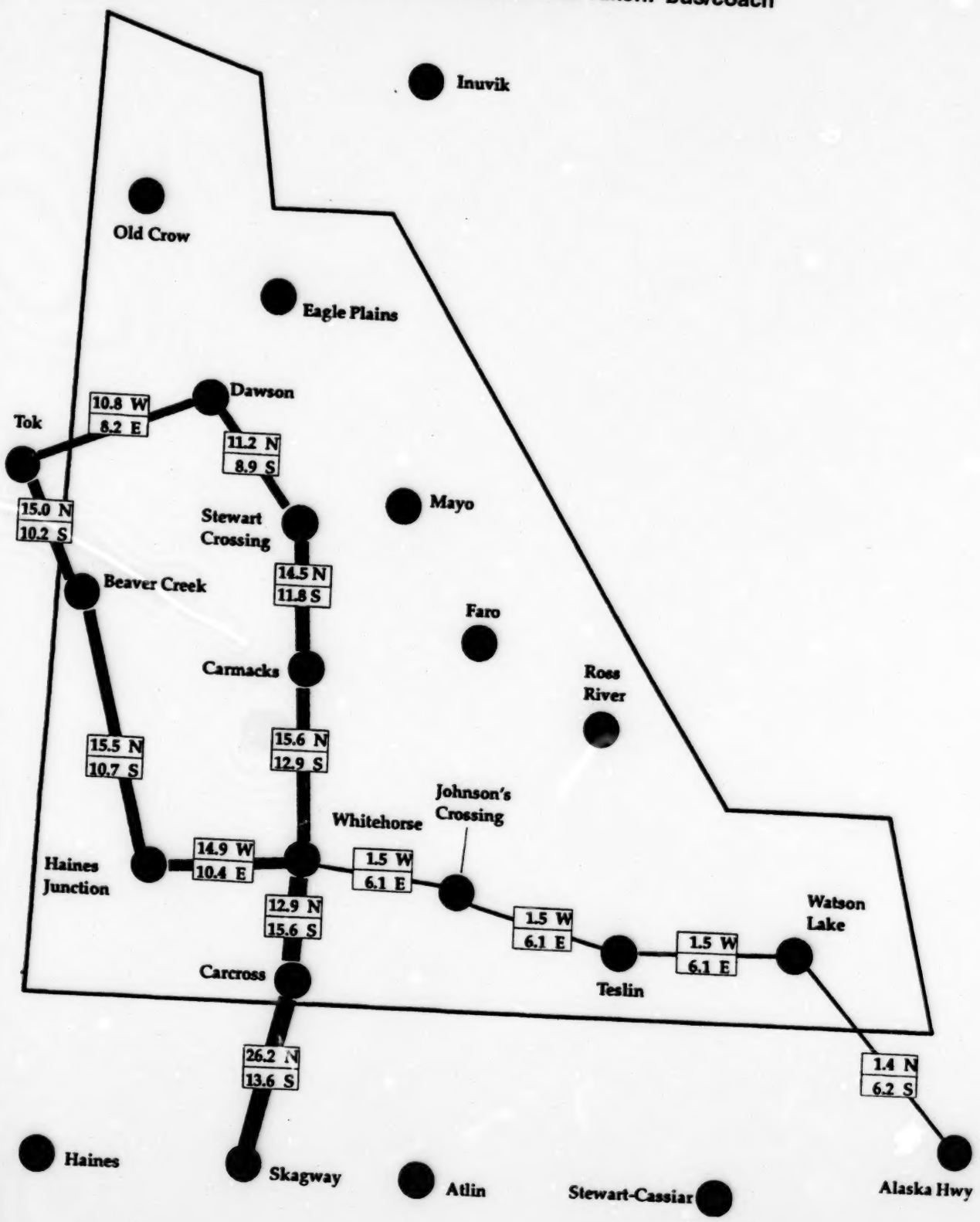
Yukon Exit Survey
Highway Traffic Flow Map (000's of visitors)
Travel within Yukon: All modes of travel



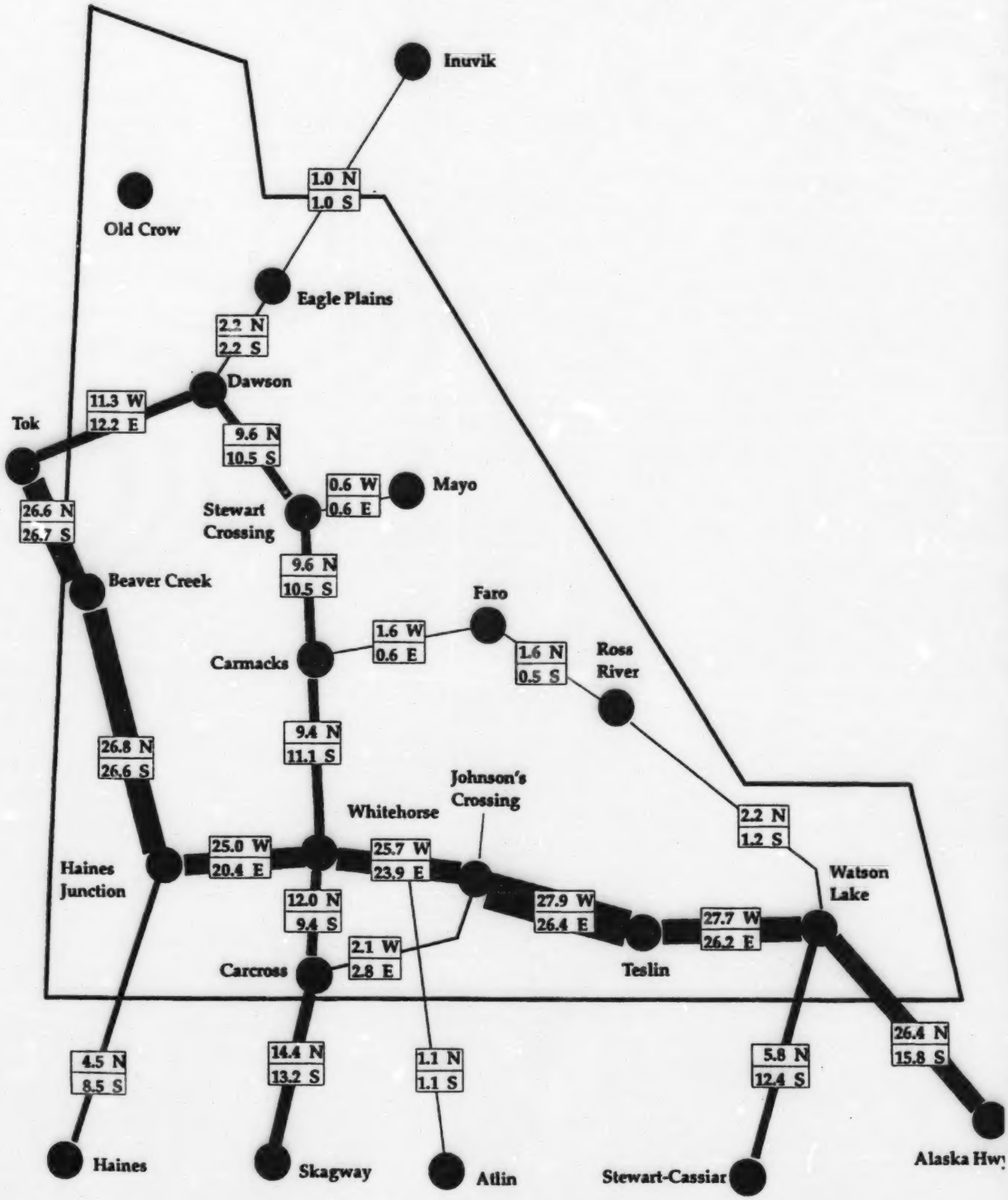
Highway Traffic Flow Map (000's of visitors)
Main mode of travel within the Yukon: car, truck or van



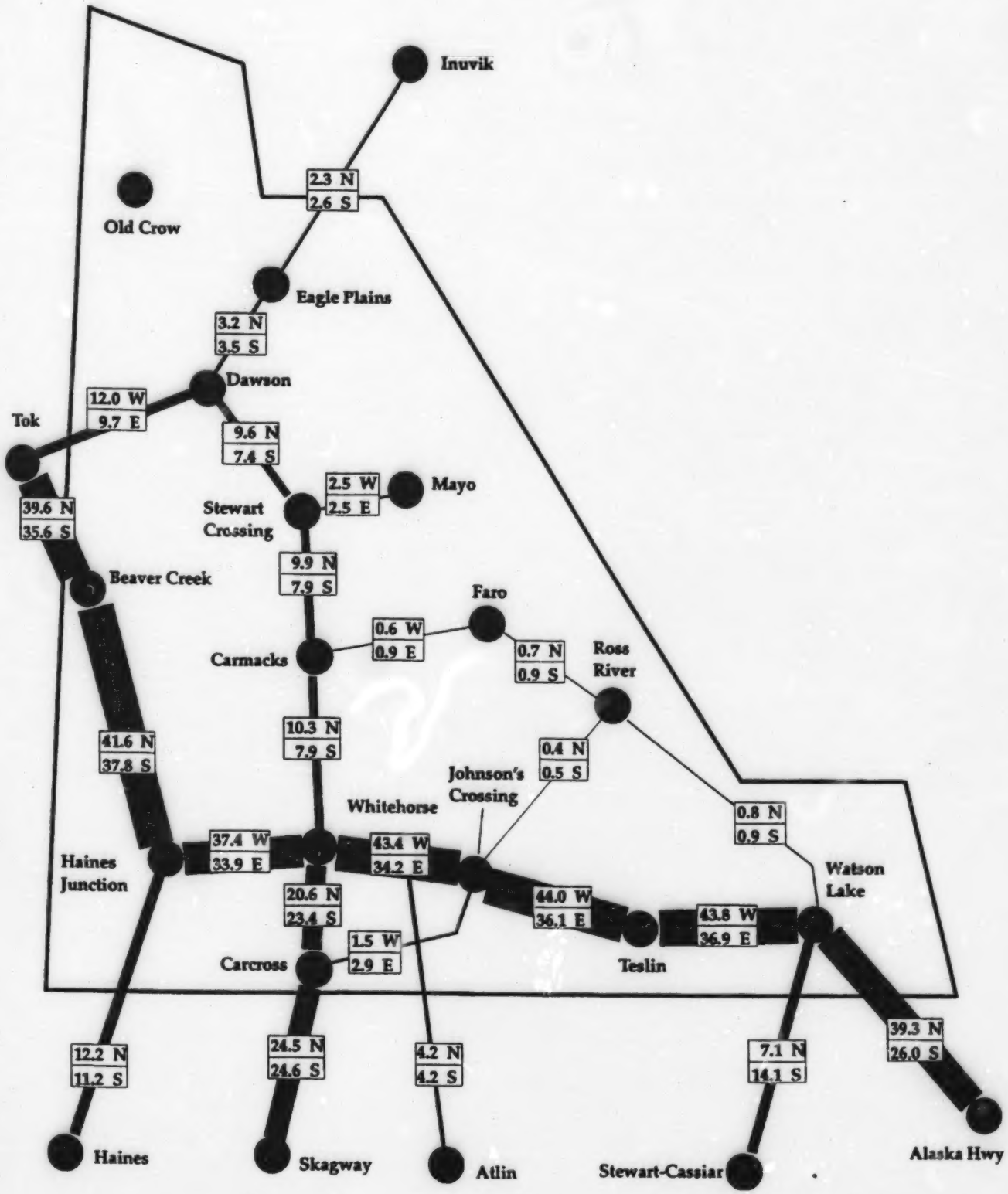
Yukon Exit Survey
Highway Traffic Flow Map (000's of visitors)
Main mode of travel within the Yukon: bus/coach



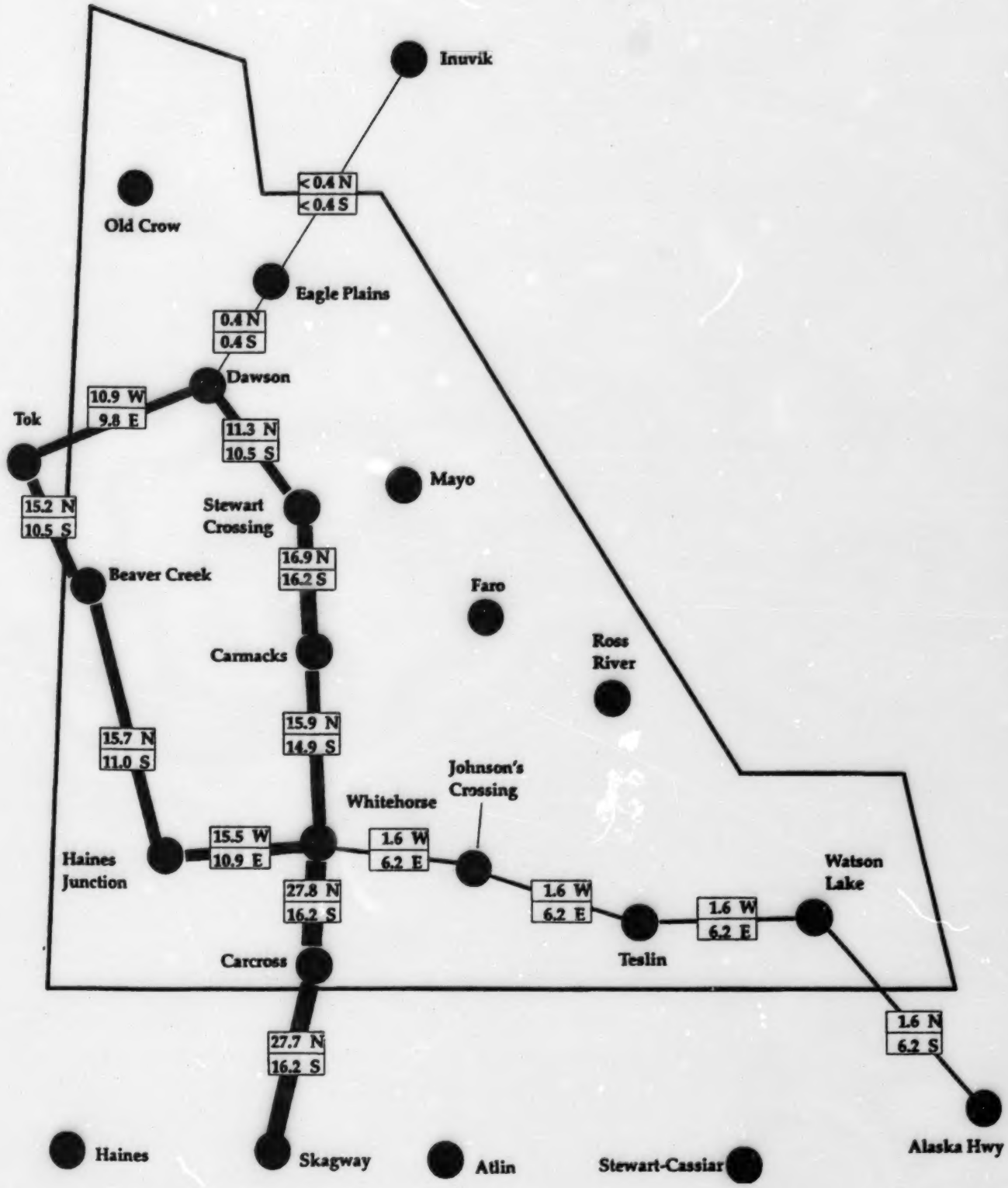
Yukon Exit Survey
Highway Traffic Flow Map (000's of visitors)
Main mode of travel within the Yukon: motorhome, R.V., camperized vehicle



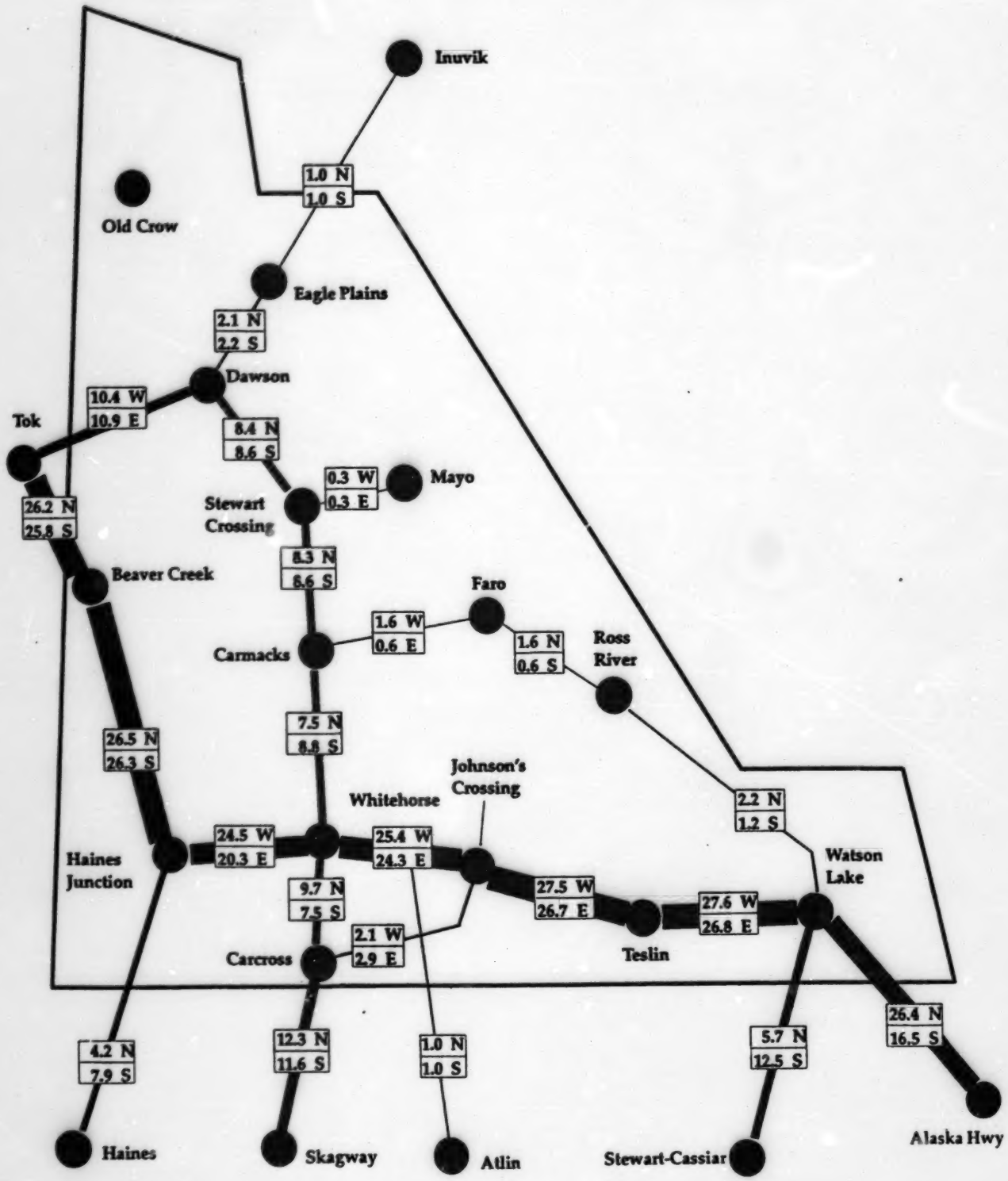
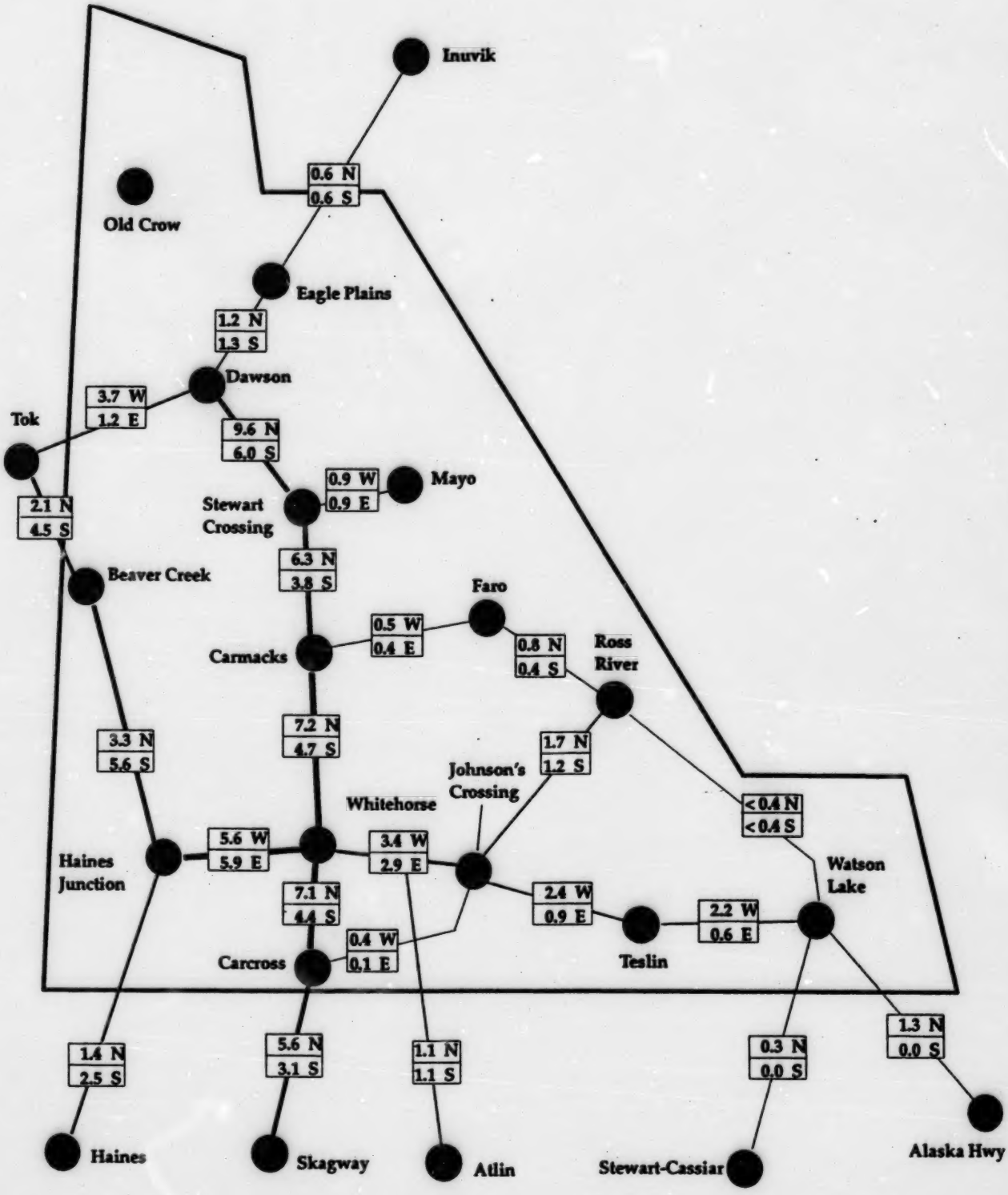
Yukon Exit Survey
Highway Traffic Flow Map (000's of visitors)
Mode of Last Exit from the Yukon: car, truck or van



Yukon Exit Survey
Highway Traffic Flow Map (000's of visitors)
Mode of last exit from the Yukon: bus/coach



Yukon Exit Survey
Highway Traffic Flow Map (000's of visitors)
Mode of last exit from the Yukon: motorhome, R.V., camperized vehicle



Yukon Exit Survey
Highway Traffic Flow Map (000's of visitors)
Mode of last exit from the Yukon: air